

Contact

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Top Skills

Outbound Sales
Lead Generation
Artificial Intelligence (AI)

Languages

Estonian (Native or Bilingual)
English (Full Professional)
Spanish (Limited Working)

Certifications

Outbound Automation Certification
Platinum Level Certification in Sales
Inbound Automation Certification
Data Analyst Development
Programme

Honors-Awards

Mort Utley Award
4x Top Experienced Dealer
7x Gold Award
Top Manager
President's Club

Ülari Teder

Revenue Operations & Go-To-Market | HubSpot & Clay Expert |
Enabling B2B Growth
Tallinn, Harjumaa, Estonia

Summary

As a Fractional RevOps & GTM Systems Partner, I work with B2B startups to build the operational backbone of their revenue engine - where data, tooling, and process meet execution.

Most of my work falls into four buckets:

- CRM & data architecture - Primarily in HubSpot, ensuring clean setup, consistent data, funnel visibility, and accurate sales tracking.
- Go-To-Market diagnostics – Helping founders and sales leaders identify what's broken (or just messy) in their GTM and fix it.
- Inbound workflows – Automating lead enrichment, scoring, segmentation, routing and personalised messaging.
- Outbound data & systems – From highly targeted list building and trigger-based outreach to standalone email infrastructure outside the CRM and primary domain.

I bring hands-on sales experience and a background in computer science to my RevOps work - making the day-to-day of selling smoother, reducing chaos, and enabling teams to move faster.

Experience

Various Startups

Fractional RevOps Expert
May 2023 - Present (2 years 6 months)

RevOps Co-op

Member
April 2023 - Present (2 years 7 months)

Soldera

Revenue Operations
April 2025 - October 2025 (7 months)

GTM Consulting: Data & Systems

Arbonics

Revenue Operations

October 2024 - August 2025 (11 months)

Tallinn, Harjumaa, Estonia

Messente Communications

Revenue Operations

July 2023 - June 2024 (1 year)

Tallinn, Harjumaa, Estonia

Evocon - Production Digitalisation & OEE

Head of Revenue

October 2022 - January 2023 (4 months)

Tallinn, Harjumaa, Estonia

Evocon provides lean manufacturers real-time production monitoring to improve efficiency & reduce waste.

As Head of Revenue, I collaborated cross-functionally with Sales, Marketing, CS, Partner Channel, and Finance to drive revenue generation, optimize operational efficiency, and establish consistency in go-to-market data and reporting.

During my tenure, I:

- Resolved issues related to lead management and data quality for go-to-market operations
- Increased visibility of key results & conversions rates, implemented dashboards to monitor performance
- Improved the level of integration between CRM and other go-to-market tools and systems
- Worked on strategic planning, incl. designing team incentive plans and developing KPIs.

EyeVi Technologies

Head Of Sales

February 2020 - April 2022 (2 years 3 months)

Road network intelligence - we used our expertise in sensor technologies, geospatial data processing and AI, to help make road infrastructure management more sustainable.

- Defined ideal customer profiles, created sales processes, and implemented pricing and packaging strategies to support a new business model
- Initiated and managed strategic partnerships across multiple markets
- Implemented onboarding processes for new sales managers and coached them on sales process, sales skills and deal strategies.
- Administered the CRM and other go-to-market tools for pipeline generation, reporting, and analysis

Reach-U

Business Development Manager Solutions

March 2018 - January 2020 (1 year 11 months)

An iconic Estonian GIS software company with a global reach. Founded already in 1989 (then named Regio), mostly providing custom solutions in the telco, e-gov and smart city sectors.

- Key account management (Ericsson, telecoms), Location based services portfolio management.
- Representing the company in various expos and conferences: Transform Africa Summit, e-Governance Conference, Smart City Expo World Congress and others. Presenting to both business and governmental delegations. Exploring new opportunities globally.
- Defining solutions and problems to be solved by combining location and big data analytics in Smart Cities and Mobility verticals.

eAgronom

Head of Sales

April 2017 - December 2017 (9 months)

An intuitive SaaS farm management platform that allows farmers on any technical skill level to plan, manage and analyze their activities in one place, in the simplest way possible.

- Launching the B2B SaaS platform in new markets. Helping accelerate product/market fit and define messaging & positioning.
- Developing consultative sales strategy. Coaching and managing the sales team.
- Actively recruiting for business development and sales management positions in the Baltics and Central EU. Closing senior-level candidates and negotiating offer terms.

Southwestern Advantage

9 years 4 months

Sales Leader

October 2011 - September 2016 (5 years)

Nashville, TN, USA. Bratislava, Slovakia. Tartu, Estonia.

Coaching junior sales managers and first year salespeople for their professional and personal development: running 1-on-1 meetings, sales org meetings, training days etc. Used statistical analysis to identify key areas of improvement. Conducted more than 1000 hiring interviews in Estonia, Poland and Slovakia.

- Attended 6-7 international seminars per year on sales productivity, sales management, communication, team-building, leadership, personality types, time management, goal setting (adding to around 1000 hours of additional training).

- Grew the sales organisation 300% in annual revenue.

- In 2012, led the #1 producing team in the European division.

Sales Representative

June 2007 - September 2016 (9 years 4 months)

A successful career in sales over 10 consecutive seasons (4 during university), with more than 10,000 hours of in-the-field sales experience (relocated to USA and Canada). All time top 1% producer in company's 150-year history (Platinum Level Certification in Sales).

Education

Tartu Ülikool / University of Tartu

Bachelor of Science (B.S.), Computer Science

Vanderbilt University - Owen Graduate School of Management

Summer program in Communication Strategies for Leadership · (2014)

Hugo Treffneri Gümnaasium

· (2002 - 2005)