Tomi Brumen

GTM Engineer / GTM Systems & AI Automation

Ptuj, Slovenia · tomi@sensart.si · tomi.sensart.si · LinkedIn

PROFESSIONAL SUMMARY

Built and maintain the full go-to-market (GTM) technology stack at Databox. Over 11 years, progressed from customer support and QA to designing the systems that Sales, Marketing and Customer Success use daily. Define and document the processes, data structures and automations behind those systems.

PROFESSIONAL EXPERIENCE

GTM Engineer

Databox · Contract · Official title: Principal Operations Specialist | Sep 2025 – Present

Designed sales automations that helped nearly double the meeting booking rate. Automated post-call follow-ups save about 3 hours per representative each week, according to my manager.

SELECTED GTM PROJECTS

Sales and Prospecting Agents. Built agents for inbound conversations and prospecting. Worked with sales reps to define when a conversation needs a human handoff, then refined the Sales Agent using real conversations.

Growth Engagements. Built and maintain a tool that finds relevant discussions, matches them to team members and drafts replies for review in Slack. It saves an estimated 1 hour per user per week. Team members review and publish their own replies.

GTM data infrastructure. Built a central tracking database and reverse ETL pipelines to sync data back into operational tools. Run weekly consistency checks across Mixpanel, Unify and HubSpot.

Journey Hub. Built a lifecycle planning tool where Sales and Marketing can review message owners, parallel paths and event timing before changing a live journey. Added API and Model Context Protocol (MCP) access.

Meeting Link Builder. Built and maintain a standalone app for generating meeting links, recording where each link is used and managing access. Integrated MCP and Slack notifications.

Revenue operations. Own the GTM knowledge base and Omega Slack assistant in n8n. Co-own Clay sales agents, onboarding and at-risk account workflows. Maintain Stripe checks for compensation and partner commissions.

Systems & Automation Specialist (Revenue Operations)

Databox · Contract | Nov 2022 – Sep 2025

Connected CRM, product, messaging and billing data across HubSpot, Segment, Mixpanel, BigQuery, Intercom and Stripe. Defined enrichment and deduplication rules, documented which system owned each field and built automations around those decisions.

TECHNICAL SKILLS

CRM and lifecycle. HubSpot for CRM structure and data quality, Clay agents for sales messaging, Intercom for customer communication and Stripe for billing checks. Also familiar with Attio and Cal.com.

Data and integration. SQL in PostgreSQL and Google BigQuery for reporting and troubleshooting. Segment and Mixpanel for event tracking, reverse ETL for data syncs and Postman for API testing.

Automation and AI. n8n for the Omega Slack assistant and revenue workflows. Zapier and Make for team handoffs. OpenAI APIs, retrieval-augmented generation (RAG), MCP, Codex and Claude Code.

EARLIER DATABOX EXPERIENCE

Operations Specialist (GTM Operations)

Databox · Contract | Sep 2021 – Nov 2022

Automated handoffs, email sequences and reporting in Make, Zapier, HubSpot and Intercom. Managed affiliate operations, partner support and billing exceptions.

Technical Support Specialist

Databox · Contract | May 2020 – Nov 2021

Used Postman and SQL to troubleshoot API and database integrations. Traced reporting discrepancies with Product and Engineering and helped customers build custom metrics.

Customer Success Specialist

Databox · Contract | Jan 2018 – May 2020

Guided onboarding for complex reporting setups, including calculated metrics, custom data ingestion and automated transfers through Zapier.

Customer Success and QA

Databox · Contract | Aug 2015 – Jan 2018

Tested web, iOS and Android releases. Introduced Help Scout, wrote the support knowledge base and trained new colleagues.

DESIGN AND PROJECT LEADERSHIP

Museum Development & Project Lead

City Tower Museum, Ptuj · Freelance | May 2023 – Jul 2026

Designed the interior and visitor experience and led the museum from concept to public opening. Coordinated contractors and built the interactive archaeology wall, smart lighting, ticketing system and website.

Event Operations & Creative Lead (Praznovalec) Praznovalci · Self-employed · Mar 2015 – Sep 2022

Event Planner / Graphic Designer Mariborska razvojna agencija · Nov 2014 – Mar 2015

EDUCATION, VOLUNTEERING AND LANGUAGES

Architecture studies, University of Maribor.

Revenue Operations HubSpot Academy. Issued Oct 2023, expired Nov 2024.

Oratorij Ptuj Head (2013–2015), previously Volunteer Animator and Activities Coordinator (2004–2013). Led a week-long programme for up to 350 children with approximately 100 volunteers.

Languages Slovenian and English.