

Maarten Zibat

Business Advisor @ Odoo DACH · GTM & CRM Automation · n8n · Clay · HubSpot · Prompt Engineering

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Profile

Business advisor with a behavioral science background, working at the intersection of sales, CRM systems and AI. Core thesis from behavioral economics: buyers resist not from lack of information, but from perceived risk. That is a system problem, not a persuasion problem. Close to 3 years of paid prompt engineering and RLHF work (Outlier AI, Alignerr) alongside full-time employment. Building GTM automation: CRM workflows (HubSpot, Odoo), n8n pipelines, AI-driven lead scoring and signal routing (Claude API, Clay). Certified in HubSpot (Sales, Marketing, Reporting) and Odoo 19.

Experience

Business Advisor DACH (1-5 employee segment)

Odoo · Berlin · January 2026 to present

- Own the full B2B sales cycle for Odoo ERP solutions across DACH SMBs, from discovery to close.
- 30+ closed deals since February 2026; 47 qualified opportunities and 11 wins in the last 90 days at 5.9 % churn.
- 2026 conversion rate 5.7 % against 4.7 % DE Direct comparison; proposal rate 10.4 % against 8.7 % benchmark (largest positive gap in the funnel).
- Cumulative MRR target attainment 131 % (Feb to Jul 2026), peak months at 311 % and 260 %; services revenue in June at 287 % of target (EUR 14,345).
- 29.4 % multi-year close rate through structured discovery (MEDDIC/NEAT) and ROI framing across multiple stakeholders.
- Analyze sales cycles for friction points and automation opportunities; translate requirements into scopes and rollout plans, handing over to implementation partners.
- Apply behavioral economics to CRM design: why reps skip fields and how to fix it at the system level.

AI Data Specialist / Prompt Engineer (freelance, remote)

Outlier AI, Alignerr · September 2023 to present (alongside main employment)

- Designed prompt engineering frameworks for AI-driven sales qualification; built A/B tests on prompt variants and scoring rubrics for output quality.
- Delivered RLHF feedback (ranking, correction, rationale) on 300+ model responses across more than 10 international ML projects.
- Ran safety and quality reviews (harmlessness, truthfulness): policy error rate -25 % in reviewed batches, rework -15 % per item through clear rubrics.
- Applied psychological framing and role context to optimize AI output in sales-facing scenarios; developed labeling strategies for large multilingual datasets.

Operations & Marketing Associate

Pukka Berlin · Berlin · April 2024 to December 2025

- Rebuilt HubSpot CRM workflows (required fields, follow-up automation, data quality rules): reduced mandatory field empty rate from 80 % to 0 %.
- Built KPI dashboard for operations and shipping performance in Google Sheets; +35 % process efficiency.
- Fixed automated pickup emails (location logic, dispatch after address validation), eliminating 80 % of error sources.
- Standardized handoff processes across teams (mandatory notes field), +30 % fully documented handoffs.
- Modeled purchase behavior with Google Analytics and Hotjar (>120,000 events/sessions); implemented UX changes, add-to-cart rate +0.3 pp.
- Managed inventory and order workflows across 3 store locations (Shopify); ran campaign analysis: open rate +1.1 pp, CPC -3 %.

Projects (GTM & AI Automation)

Multi-Agent Research Pipeline (live since June 2026)

- Orchestration system: Claude as orchestrator, local and cloud LLMs (Ollama) as parallel workers for research and analysis tasks.
- Model-tier routing by task complexity for cost control; up to 5 parallel agents, async Python.

CRM Automation Lab: HubSpot + n8n (go-live August 2026)

- Self-hosted n8n instance; workflows for ICP context on deal creation and follow-up triggers on stalled deals (HubSpot API).
- Public documentation of the workflows as a portfolio case, including before/after metrics.

Signal-to-Revenue Pipeline: Clay + n8n + Claude API (in development, target Q4 2026)

- End-to-end GTM workflow: intent signal capture and data enrichment (Clay), AI lead scoring (Claude API), automated signal routing into the CRM (HubSpot lifecycle stages).
- Goal: a reproducible reference case for pipeline generation without manual research.

Certifications

- HubSpot Sales Software Certification (05/2026)
- HubSpot Marketing Software Certification (05/2026)
- HubSpot Reporting Certification (05/2026)
- Odoo 19 Functional Certification, Odoo DE GmbH (04/2026)

Education

B.Sc. Business Psychology (Wirtschaftspsychologie)

PFH Private University of Applied Sciences Göttingen · October 2021 to December 2024

- Focus: behavioral economics, consumer psychology, quantitative research methods, statistics.
- Thesis: influence of ambient scent on purchase behavior and dwell time (field experiment at POS, analysis in R).
- Student Consulting, ZE Entrepreneurship Center: market and location analyses for SMB clients, scorecard with 7 weighted criteria; 70 % of recommendations adopted into the client roadmap.

Skills

CRM & Automation: HubSpot (3 certifications), Odoo 19 (certified), n8n, Clay (in progress), workflow automation, lead scoring & signal routing, CRM data quality & reporting

AI & Prompt Engineering: Prompt engineering, RLHF, LLM evaluation & safety/QA, Claude API (JSON output), multi-agent orchestration (Ollama), Python (automation scripts, async)

Data & Analytics: Excel/Google Sheets (KPI dashboards), Google Analytics, Hotjar, R, SQL (basics)

Sales & GTM: MEDDIC/NEAT qualification, discovery, pipeline management, forecasting, negotiation, B2B communication DACH

Languages

German (native) · English (C1, certified) · Ukrainian (basic)