

MOHAMED ALTAHAN

Revenue Operations · Sales Enablement · AI Workflow Automation

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Remote — full working-day overlap with CET and complete EST business-hours coverage · Engages as an independent contractor or through an Employer of Record (Deel, Remote.com, Oyster) · Bilingual Arabic / English

SUMMARY

Revenue Operations and AI automation specialist who builds the systems that find and fix revenue leaks. Twenty years in B2B enterprise sales — including full P&L ownership of a distribution company scaled from zero to profitable — now applied to HubSpot CRM architecture, pipeline forensics and AI-driven workflow engineering.

Currently operates a production lead-qualification pipeline processing 50,000+ inbound leads monthly and 14 live n8n automations across 8 B2B clients. Fluent in both halves of the problem: the commercial language of pipeline velocity, conversion rate, time-in-stage and forecast accuracy, and the engineering — REST APIs, Python, LLM integration, retrieval-augmented generation — that turns diagnosis into working automation.

CORE COMPETENCIES

Revenue Operations & Enablement Pipeline forensics and deal-stall diagnostics · deal-stage conversion and funnel drop-off analysis · time-in-stage and deal-velocity reporting · forecast accuracy · win-rate analysis · lead scoring, routing and enrichment · CRM data hygiene and de-duplication · sales process design · KPI definition, dashboards and reporting

CRM & Sales Technology HubSpot Sales Hub — workflows, custom and conditional properties, deal pipelines, sequences, reporting and dashboards · CRM administration, integration and synchronization · sequence automation · re-engagement campaigns · real-time rep alerting · Salesforce concepts

AI & Automation n8n, Zapier, Make · business process automation · LLM integration (OpenAI, Anthropic Claude) · prompt engineering · AI classification of unstructured text from email, CRM notes, call transcripts and documents · retrieval-augmented generation (RAG) · vector databases (pgvector, PostgreSQL) · agentic AI · conversational voice agents (Vapi)

Engineering & Data Python · JavaScript · SQL · REST API integration · webhooks and event-driven architecture · OAuth 2.0 and API-key authentication · JSON parsing, pagination, rate limiting · retry logic with exponential backoff · idempotency and error handling · ETL, data transformation and validation

Commercial B2B enterprise sales · SaaS go-to-market support · key account management · contract negotiation · multi-market expansion · stakeholder management · partnering with founders and sales leadership

PROFESSIONAL EXPERIENCE

AI Automation Architect & Revenue Operations Consultant — SoftecNova | Jul 2022 – Present

Independent consulting practice · Remote · CRM automation, sales pipeline systems, AI workflow delivery

- **Built and operate a production-hardened AI lead-qualification pipeline on HubSpot processing 50,000+ inbound leads monthly** — webhook ingestion, schema validation, data enrichment, de-duplication, lead scoring and owner routing. Cut lead response time from hours to seconds and eliminated the duplicate CRM records that were distorting pipeline reporting.
- **Design and run 14 production n8n workflow automations** across lead generation, CRM synchronization and document processing for 8 B2B clients.
- Integrate REST APIs and webhooks between HubSpot and external data sources, implementing authentication, pagination, rate-limit handling, retry logic and idempotent writes to protect CRM data integrity.
- Apply large language models to classify unstructured business text — documents, notes and inbound enquiries — into structured, reportable categories, replacing manual triage with instant routing.
- Design and deploy bilingual conversational voice AI agents and pgvector/PostgreSQL RAG knowledge assistants that retrieve answers from large document sets in under a second.
- Partner directly with founders and commercial leadership to translate revenue targets into automation roadmaps and then into engineering delivery.

Co-Founder & Managing Director — Capital for Medical Supplies | Aug 2015 – Jul 2022

Full P&L ownership · Medical-supplies distribution

- Co-founded and scaled the company from zero to sustained profitability over seven years.
- Owned the full revenue cycle end to end: pipeline management, forecasting, pricing, key accounts, distribution agreements, collections and cash flow.
- Built and led the commercial team, and designed the sales process and reporting cadence used to manage pipeline and forecast performance.
- Negotiated cross-border distribution partnerships across international markets.

Selected Advisory Engagements — Independent | 2015 – 2022

- Kärcher El Bassiouni — regional expansion strategy; contributed with the client team to first-year revenue growth of over \$2M.
- Raouf Hotels International — repositioned hospitality assets as locations for international film and commercial production, opening an alternative revenue stream.
- Advised enterprises on cross-border market entry and supported large-scale construction-sector bids.

SELECTED PROJECT — AI LEAD QUALIFICATION PIPELINE

HubSpot + n8n · Production system, live since 2023

Problem Inbound leads arrived from multiple sources incomplete and duplicated; response times ran into hours and pipeline reporting could not be trusted.

Build Event-driven webhook ingestion → schema validation → third-party data enrichment → deterministic de-duplication against HubSpot → transparent rule-based scoring → owner routing with real-time alerting. Idempotent writes, retry logic and error handling throughout.

Result Leads routed to the correct owner in seconds rather than hours; duplicate records eliminated; clean CRM data underpinning trustworthy pipeline reporting.

Extension The same instrumentation applies directly to deal-stall detection — time-in-stage, days since last activity, single-threaded deals and missing next steps — surfacing at-risk deals automatically, classifying stall reasons with AI, and triggering re-engagement playbooks and rep nudges.

EARLIER CAREER

Senior Business Development Manager — Emirates Cities | 2011 – 2015

- Drove commercial sales to tier-one developers including Emaar, Damac and Tatweer, and secured supply agreements for landmark projects including supply into the Burj Khalifa project ecosystem.

Corporate Sales Manager — House of Equipments (Arabtec) | 2007 – 2011

- Led B2B sales and distribution for one of the region's largest construction-equipment dealers; negotiated exclusive regional distribution rights that doubled active product lines.

Sales & Marketing Manager — Emirates Cities | 2005 – 2007

- Built a new national market from scratch, prospecting and securing anchor accounts worth over \$10M in first-year contract value.

Marketing Team Lead, Export & Logistics — Eissa Group | 2002 – 2005

- Expanded the export footprint of a leading furniture exporter from 7 to 37 countries.

EDUCATION & CERTIFICATIONS

B.Sc. Accounting and Business Management — Mansoura University

Technical Diploma, Computer and IT Support — Cisco Systems

Executive Certificate, Strategic Corporate Focus (Mini MBA)

LANGUAGES

Arabic — native. English — full professional proficiency. Works and delivers in both languages daily, including bilingual customer-facing systems.