

Yuval Maoz

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Marketing Analytics | GTM & Revenue Operations | SQL & BigQuery | HubSpot & Salesforce | AI Automation

SUMMARY

Analytics and GTM operations professional with 8+ years at B2B SaaS companies, most recently at Pentera, a fast-growing cybersecurity company. Builds the data foundation teams trust, turns it into reporting leadership acts on, and automates the manual work around it with AI. Equally at home writing SQL, running a CRM, or challenging a metric everyone already believes.

EXPERIENCE

Pentera - Marketing Operations Analyst / Senior Manager, Marketing Operations Sep 2022 - Sep 2026

- **Data foundation:** Built the marketing and business data warehouse from scratch in SQL (BigQuery), bringing CRM, intent, campaign and web data into one reporting layer, and defined the metrics Sales, Marketing and leadership reported on.
- **Executive reporting and AI automation:** Owned weekly, monthly management and quarterly board reporting. Built an AI agent that pulls CRM, web and search data, flags week-over-week changes and drafts the summary for C-level and VPs, and cut board-deck preparation from two weeks by generating slides straight from the database.
- **GTM signal engine:** Replaced gut-feel account selection with a signal-based outbound motion for US enterprise accounts: 6sense intent and buying-stage signals streamed into Salesforce with rep alerts, contacts from ZoomInfo, UserGems and Common Room, and past champions flagged on job change.
- **Challenging assumptions:** Showed that a renewal metric overstated marketing's impact by splitting engagement by timing, and turned the finding into a live renewal-risk report by ARR, region and industry.
- **CRM and measurement:** Administered HubSpot (workflows, integrations, custom objects, data hygiene), used Salesforce daily for pipeline reporting, and ran attribution modeling that informed budget decisions.

Klear, a Meltwater Company - Business Analyst / Marketing Manager 2015 - 2022

- Analyzed product and business performance (Google Analytics, Tableau), built recurring dashboards, and ran CRM and lifecycle campaigns (Pipedrive, Intercom, Sendgrid, Mailchimp).

Earlier: worked with early-stage entrepreneurs on launch marketing (organic, paid, PR); Finance Reporter, TheMarker/Haaretz Group; Editor-in-Chief, StartIsrael. 2008 - 2015

SKILLS

Data & BI: SQL, BigQuery, Python, Excel (advanced), Tableau, Google Data Studio, Google Analytics

GTM & CRM: HubSpot (admin), Salesforce (reporting), 6sense, ZoomInfo, UserGems, Common Room, Clay

AI & Automation: Claude, Gemini, Google AI Studio, Google Apps Script

EDUCATION

MA Public Policy, Hebrew University of Jerusalem (2020)

BA Economics and Communication, Tel Aviv University (2007)