

Robin Yousafzai

Senior Account Executive | Full-Cycle SaaS Sales | DACH Market | Enterprise & Mid-Market | €750k+ Pipeline Generated

Senior Account Executive with 6+ years of experience in full-cycle SaaS sales across the DACH market. Proven track record of generating €750k+ pipeline, closing complex enterprise deals, and driving revenue through strategic outbound prospecting and consultative selling. Experienced in managing multi-stakeholder sales cycles and expanding business in highly competitive markets.

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📍 Madrid, Spain

🌐 DACH Market Focus

Languages:

German: Native

English: Full proficiency

Spanish: Intermediate



CORE COMPETENCIES

Full-Cycle SaaS Sales	Outbound Prospecting	Enterprise / Mid-Market	Pipeline Generation	Stakeholder Management	Discovery & Demo	B2B Closing
Salesforce CRM	Dynamics 365	LinkedIn Sales Navigator	DACH Market Closing & Negotiation	L&D / HR Tech	Consultative Selling	Lead Generation

PROFESSIONAL EXPERIENCE

Senior Account Executive · Learnlight

Mar 2025 – Mar 2026 | Madrid, Spain

- Generated €750K+ in new business pipeline through targeted outbound prospecting, strategic account mapping, and multi-channel sequencing across the DACH region
- Closed complex deals involving 1000-2000 users and multiple stakeholders
- Owned the full sales cycle end-to-end - from cold outreach and discovery calls to product demonstrations, proposal delivery, negotiation, and closed-won deals
- Drove new business acquisition across DACH, consistently exceeding monthly pipeline creation targets through high-volume, high-quality outbound activity
- Ran structured discovery calls and product demos with HR, L&D, and Talent Development decision-makers, mapping business pain to platform ROI
- Built and managed strategic relationships with C-level and VP-level stakeholders across enterprise and mid-market accounts
- Delivered internal enablement sessions to support colleagues on product positioning, objection handling, and DACH-specific sales approaches

Senior Business Developer DACH · goFLUENT

Mar 2024 – Mar 2025 | Madrid, Spain

- Built and managed a €500K+ outbound pipeline using multi-channel prospecting via LinkedIn Sales Navigator, cold email sequences, and phone outreach
- Owned the full new business development cycle for the DACH market - independently qualifying, nurturing, and advancing opportunities without SDR support
- Identified, targeted, and converted new enterprise sales opportunities through consultative discovery and tailored stakeholder engagement

- ▶ Managed and tracked all pipeline activity in Salesforce CRM, maintaining forecasting accuracy and CRM hygiene across 50+ active accounts
- ▶ Cultivated senior relationships with HR Directors, L&D Managers, and CHROs - aligning platform capabilities to workforce development strategies
- ▶ Consistently achieved high-activity outbound benchmarks, contributing to double-digit revenue growth for DACH
- ▶ Delivered internal best-practice training sessions on prospecting strategies, sales frameworks, and CRM utilization

Studio Manager & Regional Sales Lead · [Clever Fit Clausthal](#)

Oct 2022 – Dec 2024 | Clausthal-Zellerfeld, Germany

- ▶ Led regional sales operations as Regional Sales Lead, overseeing outbound membership acquisition, team performance, and sales activity tracking across multiple locations
- ▶ Monitored, optimized, and reported on outbound sales metrics — driving consistent membership pipeline growth through local campaigns and prospecting initiatives
- ▶ Managed full studio operations, including P&L ownership, quality management, and operational service standards
- ▶ Implemented targeted local marketing and promotional campaigns to increase brand awareness and foot traffic

Deputy Studio Manager & Sales Supervisor · [Clever Fit Bitterfeld](#)

Jun 2020 – Sep 2022 | Bitterfeld, Germany

- ▶ Managed inbound and outbound membership sales activities, coaching team members on sales techniques and closing strategies
- ▶ Trained and developed junior sales staff on prospecting, objection handling, and relationship-building with local partners

EDUCATION

Bachelor of Arts – Sport Economics

Deutsche Hochschule für Prävention und Gesundheitsmanagement
Jul 2020 – Dec 2023 · Saarbrücken, Germany

Baccalaureate – Elite School of Sports and Soccer

CJD Rostock
Aug 2006 – Jun 2014 · Rostock, Germany

ADDITIONAL EXPERIENCE

Football Coach – 1st Men's Team & Youth · Leipziger SC · Jun 2021 – Jul 2022, Leipzig, Germany

Project Assistant – Infrastructure · High Technology Engineering Company · Feb 2018 – Jul 2018, Islamabad, Pakistan