Ferdinand Bärenfänger



GTM AI Acceleration | Sales Leader turned AI Builder

Cologne, Germany · +49 157 86766468 · ferdinand@baerenfaenger.de · linkedin.com/in/ferdibaerenfaenger · ferdinand.baerenfaenger.de

70% → 130%+
of target in 6 months with a newly built team
STEPSTONE

#1
sales motion in the company, two quarters above target
HEYJOBS SMB

40% → 60%
AI power users in three months, across a 100-person GTM org
HEYJOBS

7 → 1
overlapping research agents replaced by one tested module
HEYJOBS

I sold, then led sales teams, and now build AI into how revenue teams work. As a seller I'd rather make one more call than fill in another CRM field. As a team lead I needed Salesforce data I could actually trust. So I build for both: tools reps want to use, and KPIs leaders can steer on. At HeyJobs, the touchpoint framework and KPI dashboard I designed helped make Inside Sales the company's best-performing sales motion, and the AI tools I built on the side became a dedicated role for the 100-person GTM org. Trained in IT (IT-Systemkaufmann, Cisco networking) before moving into sales.

EXPERIENCE

AI Sabbatical — Cologne

09/2026 - Present

Independent AI Deep Work

- Rebuilding the technical foundations behind the tools I use: Andrej Karpathy's "Neural Networks: Zero to Hero" (neural networks from scratch in Python) plus a math refresh.
- Building a self-hosted personal finance app with a team of six Claude Code agents working in parallel (Herdr, git worktrees): one orchestrator, three builders, QA and design, with ticketed handoffs, automated tests and independent code review before anything merges.

HeyJobs — Cologne · B2B SaaS, SMB customers

04/2026 - 09/2026

Senior GTM AI Acceleration Manager (AI Enablement)

- Moved a GTM org of about 100 people (Sales, RevOps and Enablement) from scattered individual AI use to a supported program, as owner of the GTM stream in HeyJobs' company-wide AI transformation. The role was created because tools I had built as a team lead were already in use across the org.
- Replaced 7 overlapping research agents with one News & Research module that gives SDRs, AEs and Account Managers a current, account-specific hook for every call. SDRs run it on the first 20 accounts of their pool each morning and called it a game changer.
- Made agent quality measurable before release: built three eval harnesses in Python (research, multi-turn sales coaching with simulated sellers, campaign performance analysis) with seller-reviewed golden sets, a separate LLM judge, median-of-3 release gates and a sabotage test that checks the test itself. Model bake-offs on cost per passing run cut session cost by about 20% at equal quality.
- Lifted AI platform power users (400+ messages in 30 days) in GTM from 40% to 60% within three months, and integration use (such as the CRM) from about 20% to 80%, measured via platform usage analytics and user surveys.
- Split the role about 70/30 between enabling and building: intro sessions with every GTM team, 1-hour team workshops and about 20 one-on-one sessions (enablement, adoption and discovery for new builds). Turned the few agents reps had built for themselves into tested, supported tools, and added shared skills such as an internal lexicon and a tone-of-voice creator.
- Set up AI governance for GTM: audited 53 agents on the company AI platform, retired outdated ones, upgraded models, and introduced a sign-off process and a documented Confluence hub, so every rep had one current, approved tool and one point of contact.

12/2024 - 04/2026

Team Lead Inside Sales

- Co-led the design of the Inside Sales (SMB) customer touchpoint framework, with most of my proposals adopted: outreach cadences, which KPIs matter and why, and new KPIs where the old ones fell short. Built a Salesforce-connected dashboard on top that tracks conversion-rate trends per rep and team.
- Steered on that dashboard, the SMB motion (3 teams) beat 100% of target in the next two quarters and was the company's best-performing sales motion. My own team of 3 to 6 reps peaked at 120%.
- Got 700+ trade-fair leads called within one week: designed the lead distribution and follow-up process for a large industry trade fair, led the project team and set follow-up cadences for six months.
- Built tools used across the GTM org, beyond my own team: a commission calculator showing reps what 120% or 130% would pay out, first Langdock agents, and a sales gamification league with monthly and quarterly quests, XP, leaderboards and prizes.

Packiro Cologne · Custom print packaging, e-commerce

06/2024 - 11/2024 **Team Lead Inside Sales**

- Hit target consistently with a 3-rep Inside Sales team.
- Built an open sales culture from scratch, where big deals get discussed and celebrated in the open instead of hidden: leaderboards, rituals and the processes behind them.

StepStone Cologne · Online marketplace

12/2022 - 01/2024 **Team Manager Inside Sales**

- Took a newly built team of 4 to 7 reps from 70% to more than 130% of target within 6 months, making it the top team in its business line at more than €100k monthly revenue.
- Found where to hunt: analyzed past closed-won deals by industry, region and seasonality in Python and turned the patterns into targeted account lists, a key driver of the jump. Built dashboards that made each rep's own progress visible.

11/2021 - 12/2022 **Senior Inside Sales Consultant**

- Averaged more than 130% of target while growing a major-account portfolio, and mentored new hires at the Cologne site.

09/2020 - 11/2021 **Inside Sales Consultant**

- Helped open the Cologne site and built a client portfolio from zero through cold acquisition, averaging more than 130% of target.

Pan Dacom Direkt Frankfurt am Main · Network infrastructure

09/2019 - 04/2020 **Business Line Manager, Radio Link**

- Raised margin from 10 to 20% to up to 50% by moving the radio link business from one-off hardware sales to a Lease Line as a Service model.
- Coordinated a pilot project with one of Germany's largest mobile network operators.

04/2016 - 08/2019 **Sales Customer Support**

- Planned and sold radio link and fiber-optic solutions to B2B clients.

Link11 Frankfurt am Main · DDoS protection and hosting

10/2014 - 03/2016 **IT Management Assistant (Apprentice)**

- Server hosting, network security and DDoS protection in an early-stage security startup.

SKILLS

AI Engineering	Claude Code, multi-agent setups (Herdr, git worktrees), eval harnesses and LLM-as-judge, MCP servers, Python, n8n
AI Platforms	Langdock (administration), Claude, ChatGPT, agent and skill design, prompt engineering
GTM Systems and Data	Salesforce (administration), Appsmith and Google Apps Script dashboards, Jira, Confluence
Enablement and Change	use-case discovery, workshop design, one-on-one coaching, adoption and ROI measurement, AI governance
Sales Leadership	team building, coaching, target management, sales gamification

EDUCATION AND CERTIFICATIONS

2014 - 2017	IT-Systemkaufmann (German dual apprenticeship, IT and Business), top of class
2016	Cisco Networking Academy: CCNA Routing and Switching, Introduction to Networks (course certificate)
2013	Abitur (German university entrance qualification)

LANGUAGES

German (native) · English (professional working proficiency) · Spanish (basic) · Mandarin (basic)

Case studies, demos and a build log: ferdinand.baerenfaenger.de