

Olivier Rutagarama

Outbound & Enterprise Sales Development | GTM Engineering

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PROFESSIONAL SUMMARY

Outbound-focused business development professional with over five years of experience generating enterprise pipeline for B2B SaaS and developer-tools companies. Generated more than **$1.4M in outbound-sourced pipeline** at Unleash by engaging VP Engineering, DevOps and platform-engineering leaders across global markets. Builds complete outbound engines, from ICP definition and data enrichment to multichannel sequencing, LinkedIn-first social selling and cold calling, and uses automation and AI to make them scalable and measurable.

$1.4M+
Outbound-sourced pipeline at Unleash

5+ years
B2B SaaS & dev-tools pipeline generation

End-to-end
Outbound playbook, ICP to booked meeting

Enterprise
VP Eng, DevOps & platform buyers

EXPERIENCE

Enterprise Business Development Representative
Apr 2022 – Aug 2026

Unleash · Fully Remote, Kigali, Rwanda

- Generated **$1.4M+ in outbound-sourced pipeline** through cold email, cold calling and LinkedIn outreach to VP Engineering, DevOps and platform-engineering stakeholders at enterprise accounts.
- Built and executed a complete **cold outbound playbook**: ICP segmentation, persona-specific messaging, multi-touch sequences, objection handling and funnel modelling.
- Ran account research, contact discovery and sequencing on Sales Navigator, Apollo, Kaspr, Lusha and HubSpot, booking qualified meetings for the enterprise sales team.
- Prospected on behalf of the leading open-source feature-management platform, used by T-Mobile, Visa, Mastercard, Wayfair, Samsung, Blue Origin, Telus, Lloyds Bank and Docker, with adoption in 100+ countries and 18M+ Docker pulls.
- Continues to support Unleash on targeted outbound account initiatives following the close of the full-time engagement.

Business Development Representative, Africa
Jan 2021 – Jan 2022

VisualDx · Contract · Fully Remote, Kigali, Rwanda

- Shaped go-to-market strategy for Rwanda (primary market) and the wider African region to support expansion of VisualDx's award-winning Visual Clinical Decision Support System.
- Led market research and outbound stakeholder outreach to identify and engage healthcare institutions and partners.

Digital Marketing Analyst, Internship
Sep 2021 – Feb 2022

International Institute of Digital Marketing · Remote

- Analysed paid and organic campaign performance, tracking reach, engagement and conversion to identify optimisation opportunities.

OUTBOUND TOOLS & SKILLS

Outbound & Prospecting	Cold calling, cold email, LinkedIn-first social selling, multichannel sequencing, ICP segmentation, lead qualification, objection handling, pipeline management
Data & Enrichment	Clay, ZoomInfo, Cognism, Apollo, Clearbit, Lusha, Kaspr
Engagement & Sequencing	LinkedIn Sales Navigator, Instantly, Smartlead, Lemlist, PhantomBuster, Meet Alfred
CRM & Automation	Salesforce, HubSpot, n8n
AI for GTM	Anthropic and OpenAI APIs, LangChain, Vercel AI SDK, RAG workflows; Claude and Codex for building internal tooling
Technical	TypeScript, Python, Next.js, Node.js, PostgreSQL

EDUCATION

MSc, AI & Technology Management
Nexford University · In progress, 2027

Bachelor's Degree, Business Management
Unicorn University · 2019 – 2023

Licensed Digital Marketing Master
International Institute of Digital Marketing

CERTIFICATIONS

Salesforce Sales Operations
Professional Certificate

Generative AI Leader
Professional Certificate

Microsoft AI Product Manager
Professional Certificate

LANGUAGES

English (C2) · French (B1)

REFERENCES

Michael Ferranti, VP of Marketing, Unleash
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Jonathan Sanchez, SDR Manager, Unleash
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