

# Viktor Madič

## BD Lead & GTM Systems

Brno, Czechia · hybrid or EU remote

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### SUMMARY

A seller first. Full-cycle B2B sales since 2022: logistics services to manufacturers, then new business for a custom software studio as the only salesperson next to the CEO. I build the outbound, research and CRM systems behind my pipeline with Claude Code, and about half of my qualified deals came through them.

### KEY NUMBERS

**10 to 100 M CZK (~€4M)** revenue growth at Wereldo while I sold there, 2022-2024, in a sales team of 2-4

**120+ B2B accounts** signed myself, with **81 M CZK (~€3.2M)** in revenue from them so far

**15 qualified deals (SQLs)**, ~€1.3M estimated project value at Futured in 22 months, average ~€85k, 3 won

**8 to 11 paying partners** at mDevCamp 2026, +33% partnership revenue, alongside my sales job

### EXPERIENCE

#### Futured

Dec 2024 – present

Custom mobile and web app studio, Brno and Prague

**15 qualified deals in 22 months**, ~32 M CZK (~€1.3M) in estimated project value, average ~€85k, 3 won. Buyers from mid-size e-commerce to international energy and manufacturing groups. Qualified means a confirmed budget, a meeting with leadership and a formal proposal.

#### BD Lead & GTM Systems

Mar 2026 – present

- Built and run the systems behind the pipeline with Claude Code: email engine, direct dials, tender radar, collision gate and the HubSpot pipeline (see Projects).
- About half of my qualified deals came through these systems, the rest from referrals and outreach by hand.
- Plan every channel and run the full cycle: prospecting, discovery, proposals and presentation, negotiation together with the CEO, handover to delivery.

#### Business Development Manager

Dec 2024 – Mar 2026

- Opened new business as the only salesperson next to the CEO: a year of LinkedIn outreach by hand (1,800+ messages logged), calls and events.
- Multi-stakeholder deals: discovery with leadership on the problem, the budget and who decides, technical meetings with our engineers, and a formal proposal I present to the client.

#### mDevCamp

Jan 2026 – present

Mobile developer conference in Prague, 606 attendees in 2026, run by Futured

#### Partnerships Lead (alongside the Futured role)

- Partnerships from target list to the booth: about 460 companies approached, **1.52 M CZK closed**, 6 of 8 partners renewed.
- New partners included Google/Flutter, JetBrains and Guardsquare.

Logistics: route-optimisation software that became a carrier with its own dispatch and contracted vans

## Sales Manager

- Full-cycle B2B sales in a team of 2-4: cold calling every day, visits in person, 20-40 proposals a week.
- Signed **120+ B2B accounts** myself, mostly manufacturers all over Czechia. Some took a year of visits to close.
- My accounts shipped 2 M CZK a month in 2024, up from 0.1 M in 2022, and kept shipping after I left.

Earlier: self-employed, May 2020 – Jan 2022.

## PROJECTS: SYSTEMS I BUILT AT FUTURED

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Internal tools built with Claude Code, run like products: versioned, tested, monitored. All of it alongside a full-time sales job, in about 10 hours a week.

**Direct dials.** Agents sort 3,014 app publishers by buying signals, then a waterfall across Apollo and Kaspr finds the decision-maker's direct mobile: found at 105 of 181 companies (58%). On a direct number, every second call reached the decision-maker, so I can reach almost anyone, for example a bank's board member, and get a meeting.

**Email engine.** 25 campaigns in 3 countries and 5,200+ emails, a HubSpot schema I designed (4 custom properties, 11 outreach states, an 8-stage pipeline) and a reply poller that files most replies into the CRM without me. 10% reply rate in the best segment, and the first paid project from my email sequences.

**Tender radar.** A daily radar over Czech buyer feeds and the EU's TED. The first version took about one day of my own time. Rules decide what shows up, and Claude reads the tender documents with every quote checked against the text. Live since Aug 2026 with 1,400+ automated checks. It has surfaced tenders we then bid on.

**Website-visitor outreach.** Weekly visitor report, collision check against the CRM, qualification, two decision-makers, personal drafts I approve, logged in HubSpot. 118 companies vetted in 11 weekly waves, ready the morning the report arrives instead of after a day of manual work.

**Collision gate.** A check across 9 sources before any outreach. When unsure, it blocks. It stops 27% of checked companies, 32 of them clients or former clients.

**Paid-inbound autoresponder.** A researched reply to every paid marketplace lead within 5 minutes. Few leads ever replied. The data showed about half were junk, and I used it to get \$2,860 back in credits.

**Guardrails I keep.** Every campaign starts as a draft and goes live only on my go, after a test send. The AI can add a tender, never hide one. A deal in the CRM needs proof that a human wrote.

## SKILLS, TOOLS AND LANGUAGES

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**Selling:** Full sales cycle, B2B new business, pipeline management and forecasting, cold calling, outbound, discovery, multi-stakeholder deals, proposals and presentations, partnerships, events and networking

**CRM and data:** HubSpot (custom properties, pipelines, API), Pipedrive, Apollo, Hunter, Kaspr, Lusha, Leadly

**Outreach:** Instantly, LinkedIn Sales Navigator, Calendly, Clutch

**Building:** Claude Code, MCP, Gmail and Sheets API, Docker, GitHub Actions

**Working together:** Slack, Notion, Miro, Loom

**Languages:** Czech, Slovak and Serbian (native), English (fluent)

**Outside work:** Gravel riding and the gym. Training for a half Ironman (70.3).

## EDUCATION

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**Masaryk University**, Bachelor's (Bc.), Finance

2022 – 2025