Yanni Hachour

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Interested in the intersection of GTM and AI, particularly the challenge and pace of bringing revenue into a business.

EDUCATION

Bachelor of Computer Science & Economics, University of New South Wales Distinction WAM

Leadership: IT Director, University Network for Investing and Trading (lifted site engagement 20%); Events Lead, Google Developer Student Club; Social Director, AIAA; Engineering Student Ambassador; Peer Mentoring

Greystanes High School 98.15 ATAR

Leadership: School Captain, House Captain, SRC Treasurer

EXPERIENCE

Enterprise Development, Qualtrics April 2025 – Present

- Ranked 1st globally (~150 BDRs) and 1st in APJ for pipeline quota attainment, and 2nd globally for blended attainment across pipeline and ACV. **President's Club.**
- Sourced ~14.5M USD in pipeline past demo stage at a 105K USD average deal size, and ~2.1M USD in sourced ACV.
- **SDR quota attainment by quarter:** Q3/26 318%, Q2/26 326%, Q1/26 282%, Q4/25 178% (overseas ~5 weeks), Q3/25 273%. Finished above the 200% comp cap in four of five quarters.
- Sourced a $160K ACV, three year EX Suite deal at Canva through cold outbound to the CPO, won against incumbent Culture Amp after a nine month cycle.
- Plan accounts and territory with an LLM research base I built from ~450 meeting intelligence reports, opportunity history and customer records, plus AI workflows for call analysis, account research, whitespace ranking and a Coda pipeline tracker with two way Salesforce sync.
- Retained as the only enterprise SDR in ANZ when the Press Ganey Forsta merger cut the global SDR team from ~150 to 40. Own the ANZ enterprise outbound pipeline, support APAC inbound and built the outbound GTM motion for ANZ enterprise.
- Promoted to Pod Lead in January 2026 and covered as interim manager, presenting monthly results to ANZ and APJ SLT. Led AI adoption across the team and helped found the ANZ AI Club.

Founding Partner, GTM Engine, gtmengine.com.au Jan 2026 – Present

- Founded a Sydney outbound consultancy selling A$5K to A$30K ACV engagements to Australian B2B startups and SMBs, with compensation contingent on exceeding outcomes such as demos sat.
- Scope each client's TAM and ICP with them and sell engagements through to qualification criteria agreed in writing before the first call, priced as a monthly retainer plus fees per qualified lead and per demo held. Programs go live in about two weeks.
- Own client relationships end to end and run each client's outbound: verified ICP lists, messaging, call led outreach with warmed email, and qualified meetings handed into the client's calendar and CRM.
- Produce prospect facing downloadables and reports, and recruited a bench of fractional Australian SDRs to run client programs.

Business Development Representative, BrightHR/Peninsula Aug 2024 – March 2025

- Generated $635,000 in closed won opportunities from SMB accounts in a competitive HR/WHS market.
- Averaged 143% of monthly quota on 110 cold calls a day, booking 15 meetings and holding 12 per week (80% show rate).
- Mapped buying committees to multithread into the right decision makers across multiple industries and product lines.

Founding Software Engineer, FrontendSimplified Dec 2023 – Sept 2024

- Helped rebuild the initial static HTML, CSS and JS website into an interactive React interface with animations, transitions and carousels, used by a student base over 40,000 – this was before Claude code, Cursor, Codex became a thing haha sigh.
- Built gated lesson access on top of the auth layer so modules unlocked against each student's enrolment and progress state, keeping paid content behind login across the growing base.
- Handled post checkout state so a completed payment unlocked the correct modules immediately, removed a support ticket path that previously called badly.
- Connected the frontend to the cloud database and API with Axios, adding skeleton loading states, pagination and dynamic routing so the lesson catalogue loaded progressively rather than in one request.
- Cut redundant database reads through pagination and caching, holding load times flat as the content library and concurrent users grew.

Data Analyst, StatsPerform Feb 2021 – Dec 2023

- Captured live NRL match events in Opta's proprietary software, coding attacking and defensive actions against standardised event definitions at the speed of play for first grade, second grade and junior comps.
- Partnered with senior analysts to boost bookmaker revenue by 15% through data-driven pricing models, supply actionable intelligence to NRL teams and increase fantasy league participation by 25% with enhanced analytics.
- It was a fun gig where I got to watch the footy and sit right behind the bunker!

SKILLS

- **Sales:** Salesforce, Outreach, ZoomInfo, Sales Nav (LinkedIn Pro), Clay, n8n, Claude and other LLMs
- **Technical:** Python, SQL, Postgres, JavaScript, React.js, Next.js, Node.js, C/C++, Java, Rust, Git
- **Languages:** French (A1 Level)