MAXIME BAUGÉ

GTM Engineer | Lead Data, Enrichment & AI Workflows

Paris, France (remote, US hours) · maxime@unco.fr · linkedin.com/in/maximebauge · unco.fr

SUMMARY

GTM Engineer focused on the hardest part of outbound: **building the lead list**. 5+ years in B2B sales and GTM, from 150 cold calls a day to designing the data systems behind 30K–50K contacted leads a month. Built an AI-native engine (Python, LLM agents, 60+ data tools and APIs) that turns a complex targeting brief into an exhaustive, verified prospect database **in 10 minutes instead of 2–3 days**. Clients include Orange, AXA and Iliad.

EXPERIENCE

STRIVIA — Co-Founder & CTO — Paris | Dec 2025 – Present

UNCO — Founder (independent GTM consultancy, now part of STRIVIA) — Paris | Jul 2023 – Nov 2025

Custom B2B prospect databases for hard-to-target markets, plus outbound campaign execution.

- **Delivered 140+ prospect-database projects for 70+ B2B accounts**, including Orange, AXA and Iliad; runs a **€15K/month recurring data program** for Orange.
- Turned years of hands-on list-building know-how into an AI-native engine (Python, Claude Code agents, 60+ tools and APIs): a complex build went from **2–3 full days to 5–10 minutes** of setup, then runs unattended.
- Waterfall enrichment across company registries, people-data, live LinkedIn and contact providers; checks each contact is still in role before paying for their mobile, so no spend is wasted on people who left.
- Production-grade by design: hard spend caps per provider, provider errors never read as “no data”, response caching and an automated test suite.
- Ran outbound for clients end to end: cold-email infrastructure (domains, mailboxes, deliverability), copywriting, multichannel campaign management.

EraB2B — GTM Engineering Lead (part-time) — Remote, France | May 2024 – Apr 2026

Lead-generation agency (cold email, then LinkedIn) with ~20 recurring clients.

- Designed the list-building system and Clay templates used by ~10 CSMs, feeding **30K–50K contacted leads per month** across all clients.
- Chose and integrated data sources (Sales Navigator, public APIs, open data) into one enrichment stack, so CSMs could build complex files on their own.
- Owned key accounts: for Team Traction, sourced ~6K new targeted leads/month against a 70 meetings/week goal; **record week: 110+ meetings booked from ~2K contacts**.

CaliPlace — Sales Ops & Growth Consultant (freelance) — Paris | Feb 2025 – Jan 2026

Metrology marketplace routing industrial calibration jobs to white-label subcontractors.

- Built the outbound motion from zero (no CRM, no data, referrals only): ICP, prospect database, CRM and multichannel campaigns; **€30K+ pipeline in year one** on a long-cycle industrial sale.

Fygr — Account Executive (B2B SaaS, cash-flow management) — France | Feb 2023 – Jul 2023

Cooklane — Sales Development Representative (FoodTech, 40+ markets) — Paris | Oct 2022 – Feb 2023

- Full outbound cycle at Fygr: prospecting, qualification, demo, negotiation, closing and onboarding. 100–150 cold calls/day against a 4 meetings/day target in both roles.

Med'Oc Logiciels — Business Development Director (healthcare software) — Morocco | Oct 2021 – Nov 2022

- First employee on the ground: opened the Moroccan market, mapped the healthcare ecosystem, set the go-to-market plan and started the distributor network.
- Laid the groundwork for today's footprint: ~10 distributors and ~100 physicians using the software.

SKILLS

GTM engineering: lead-list building, ICP and market mapping, waterfall enrichment, web scraping, intent signals, lead scoring, cold-email infrastructure

Tools: Clay (advanced), Python, REST APIs, Claude Code and LLM agent workflows, LinkedIn Sales Navigator, CRM (Attio), Git

Sales: outbound (email, phone, LinkedIn), discovery, demos, negotiation, closing

EDUCATION & LANGUAGES

IÉSEG School of Management — Master's, International Sales & Negotiation — France | 2022

Triple-accredited business school (AACSB, EQUIS, AMBA). Exchange semester: Chulalongkorn University, Bangkok (Economics, 2019).

Languages: French (native), English (professional working proficiency)