

Saad Riaz

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GTM and operations professional with 2.5 years building and running outbound engines end-to-end, and 6+ years across operations, programme delivery and industrial automation. Deep Clay capability spanning enrichment waterfalls, AI columns and signal-based targeting, with full ownership of sending infrastructure and deliverability at scale. Proven record rebuilding CRM architecture, automating recurring workflows and cutting operating spend while increasing throughput. Writes all campaign copy in-house. Engineering degree, MSc in Cyberpsychology, and published author of two books.

PROFESSIONAL EXPERIENCE

GTM OPERATIONS & EXECUTIVE PARTNER, Founder-facing

02/24 – Present

[UpHire Recruitment](#) — Canadian recruitment firm placing sales and GTM talent. Remote on Toronto hours.

- **Built and ran the outbound engine across 15 sending domains and 33 inboxes at roughly 1,000 emails a day**, holding around a 5.2% reply rate on cold campaigns through Instantly, Lemlist and HeyReach.
- **Architected the Clay sourcing engine behind every campaign**, using enrichment waterfalls and AI columns to verify real buyers, with signal-based targeting built on hiring and job-change triggers.
- **Closed two clients in a single month with a signal-based job-change play**, targeting decision-makers within 90 days of a new role and running it omnichannel across email, connection requests, chat and voicenotes.
- **Cut monthly tooling spend from roughly \$3-4k CAD to \$1-2k CAD** by changing tools and migrating the CRM into a custom Airtable build with multiple active automations carrying stage moves, reminders, status updates, and handoffs.
- **Owned the sending layer end-to-end**, covering domains, SPF, DKIM, DMARC, warm-up and rotation, and recovered deliverability in production after a domain burn without pausing the live campaign.

PROJECT MANAGER, DIGITAL

06/22 – 05/25

[DEMO Enterprises](#) — Consulting firm delivering donor-funded digital development programmes, Islamabad.

- **Delivered donor-funded programmes for the Gates Foundation, Meta, USAID, the British Council and Karandaaz**, where payment depended on hitting agreed targets rather than activity completed, so KPIs were set before any work began.
- **Ran digital and social media campaigns across the portfolio to 12M+ combined reach**, writing and calibrating messaging for sensitive, high-stakes subject matter across Pakistani markets.
- **Managed vendors across event planners, designers and housing providers** for trainers posted to remote districts, and worked within Pakistani regulatory and contracting frameworks when engaging agencies.

MANAGEMENT ASSOCIATE & RESEARCHER

12/20 – 06/22

[House of Wellness](#) — Mental health treatment and training centre, Islamabad.

- **Conducted behavioural research and client delivery for the UN Country Team and the British Council**, developing curricula, marketing campaigns and SOPs.

AUTOMATION ENGINEER I, Rotational Programme

02/16 – 01/19

[CertainTeed, Saint-Gobain Corporation](#) — Building materials manufacturer. Rotational across Kentucky, Nevada and Iowa.

- **Identified roughly \$250k in annual savings** through process improvement and countermeasure design across US manufacturing lines using PLC, SCADA and HMI systems.
- **Ran the People Development pillar of World Class Manufacturing at the Carrollton plant**, driving adoption of HR standards on the floor and bringing a people lens to engineering and process decisions.

EDUCATION

Google AI Professional Certificate Google, Coursera	Aug 2026
MSc Cyberpsychology, First-Class Honours IADT Dublin, Ireland	2025
BS Electrical & Computer Engineering, Distinction Worcester Polytechnic Institute, USA	2016

SKILLS

Clay | Lemlist | Instantly | Airtable | Claude | ChatGPT | HubSpot | HeyReach | Google Workspace | LinkedIn Recruiter | LinkedIn Sales Navigator | Apollo | Zapier | Make | n8n | Zapmail | Kondo | Findymail | Prospeo | LeadMagic | ZeroBounce | RecruiterFlow | Gemini | Microsoft 365 | Notion | ClickUp | Slack | Gamma | Canva