

Tanaa Maul

Senior SDR · Business Development · B2B SaaS Sales

UK-based (open to EU & Barcelona relocation) · [linkedin.com/in/tanaamaul](https://www.linkedin.com/in/tanaamaul) · <https://tanaamaul.vercel.app> · Available immediately

PROFESSIONAL SUMMARY

I have spent the last decade building the exact skill set that makes a great B2B SaaS salesperson. I started in enterprise BI consulting at an IBM Premier Partner, working client-side on data transformation projects, managing stakeholders from finance directors to C-suite. I moved into product design at a major media group, then ran my own book of business as an independent consultant, prospecting, closing, and delivering \$200k+ in two years. Most recently I led business development at Design Match, closing contracts with a Gates Foundation-backed edtech platform (\$30k MRR) and Asia's largest fintech group (\$300k in contract value).

The common thread across all of it: I find the right people, build real relationships, and close. I understand the technology I'm selling because I have built it, implemented it, and sat on the customer side. I am now making a deliberate move into B2B SaaS sales, not as a pivot, but as the logical next step for someone who has been doing the job in different contexts for years.

EXPERIENCE

Business Development Director · [Shoots Plants](#) January 2026 – Present

B2B outbound sales development · Remote / London

- Owns the full outbound sales development motion for the business: ICP research, data enrichment, campaign design, sequencing, and stakeholder outreach, generated £750k net-new pipeline.
- Built a 200+ ICP list across hospitality, coworking, and premium office verticals, qualifying accounts against a £100k+ deal threshold by tracking market signals including new site openings, planning permissions, and hiring activity.
- Designed a campaign framework combining email (Apollo, Instantly.ai), LinkedIn personalisation (Claude-assisted briefing), and tactile direct mail, prioritising deliverability, personalisation, and signal-based timing over volume spray.
- Ran data enrichment pipeline via specialist researcher to validate contact accuracy before outreach, improving deliverability and reducing wasted sequences.
- Developed market intelligence reports and competitor analysis to inform targeting strategy; proposed and scoped a £170k+ anchor deal model based on the business's largest historical contract.

Account Manager & Sales Development · [Inner Warrior Activation](#) Jan 2023 – October 2025

High-ticket B2C health programmes · Inbound & outbound sales · Remote / London

- Consistently closed at 40% on qualified calls, managing inbound and outbound DM prospecting, running discovery, handling objections, and closing consultatively on programmes £1,500–£3,000+.
- Drove 200% membership growth within six months at POWR (owned by Simon Thomsen) through improved client fulfilment and onboarding, enabling the founder (30K → 90K+ followers) to focus on content while the programme scaled.
- Managed the Physique Academy partnership between AJ Brookes (UK's first bloodwork practitioner) and George Armstrong (200k+ followers) - owned client calls and fulfilment. On the bloodwork side, closed deals and other high value partnerships leveraging personal network.
- Ran the full revenue cycle: outreach, qualification, close, onboarding, and renewal, with zero churn on personally managed accounts.

Business Development & Partnerships Lead · [Design Match](#) Sep 2022 – December 2024

Connecting designers with high-growth startups · Remote / Canada

- Closed a Gates Foundation-backed edtech platform, generating \$30,000 in monthly recurring revenue through targeted outreach, multi-stakeholder navigation, and structured commercial proposals.

- Won Singsaver, part of one of Asia's largest fintech groups, placing three senior designers and delivering \$300,000 in contract value across a six-month engagement.
- Secured university partnerships with UOIT (Ontario Tech) and Rice University's sustainability incubator, delivering \$20k in project engagements and opening a new market segment in the accelerator/incubator space.
- Ran the full pipeline independently: ICP identification via Wellfound, personalised outreach, discovery calls, commercial negotiation, and close, no SDR support, no inbound leads.
- Identified and built a new product line (pitch deck and branding packages for accelerators), took it from idea to paying clients.

Product Design Lead (Contract) · tanaamaul.com · Jan 2020 – Sep 2022

Independent product design practice · Pre-seed to Series A startups · London / Remote

- Designed the Otto MVP that raised \$1M from Sequoia Capital's Arc programme.
- Created pitch decks and marketing collateral for Sigmadox (game theory-based digital assets platform) during a \$3M fundraise
- Served as Head of Product & Design at Caritrade (led by Binance Chairman Gabriel Abed), overseeing 8 developers and a \$0.5M funding application.
- Generated \$200k+ in revenue across 24 months as a solo operator, prospecting via Wellfound, running personalised outreach, closing, and delivering all work independently.
- Designed the MVP for Rostock Media's social media analytics SaaS - concept evolved into Purposely.ai
- Led UX/UI and brand redesign for Reconstruction US - a suite of learning platforms built to draw Black youth into culturally contextualised education. Worked directly with engineering and product
- Led UX/UI and brand redesign for a stealth-stage edtech platform (Reading Reimagined) — built to improve literacy rates among disadvantaged young learners, backed by the Gates Foundation. Worked directly with engineering and product. Sourced and brought in Modern Mantra (US product and engineering agency, founded by Nick Sarafa and Eli Johnston) as a delivery partner for the engagement.

BI Consultant & Developer & Product Designer · [Global](#) May 2016 – Dec 2019

OOH media analytics · £1bn TfL digital transformation · London

- Served as technical reporting lead on the £1bn TfL contract win, building enterprise dashboards in QlikSense, Cognos BI, and Microsoft BI for Infrastructure, Finance, and Franchise stakeholders; managed risk communication throughout.
- Transitioned into Product Design as go-IQ lead, conducted ethnographic research with Media Managers and designed a unified campaign management platform achieving 90% team engagement uplift within three months of launch.
- Worked alongside Microsoft Dynamics AX consultants, data warehouse managers, and sales directors on multi-stakeholder enterprise transformation programmes, building early fluency in complex B2B buying committees.

BI Consultant & Developer · [Portal Partnership \(IBM Premier Partner\)](#) Mar 2015 – Apr 2016

IBM Premier Partner consultancy · Enterprise BI · Bracknell

- IBM Premier Partner, served as client-facing technical lead on the Brockenhurst College predictive BI project, driving an 82% student retention rate and £500,000 in cost savings; received a Customer Satisfaction Award and attained IBM Cognos certifications.

SKILLS & TOOLS

Sales & Revenue: Outbound prospecting · Pipeline development · Consultative selling · Discovery & qualification · Objection handling · Closing & negotiation · Account management · Partner & channel sales · BANT · MEDDIC

Sales Tech Stack: LinkedIn Sales Navigator · Apollo.io · Instantly.ai · HubSpot · Salesforce (CRM) · Outreach / Salesloft · Gong · Fathom · Notion · Claude AI · Handwritten

Technical Background: QlikSense · Cognos BI · Microsoft Dynamics · SQL · Data warehousing · Agile/Scrum · SaaS product design · IBM ecosystem

Industry Exposure: B2B SaaS · AdTech / OOH Media · EdTech · FinTech · Health & Wellness · Early-stage startups · IBM partner ecosystem