

Robert Avakian

Vice President, Customer Engagement

Boston, MA, United States | [LinkedIn](#)

Sales and GTM leader with 12+ years in B2B technology who builds go-to-market strategies and revenue operations from the ground up, excelling as a first commercial hire at startups.

EXPERIENCE

Vice President, Customer Engagement Rama, Inc. Recruited as the first sales hire for an AI agent platform. Defined GTM and target-account strategy with the CEO, built an outbound motion across four verticals that generated \$2M in pipeline opportunities, and advanced a \$100K ACV contract opportunity. Identified industry partnerships worth \$3.5M in potential revenue and supported negotiations through legal review.	Jun 2026 — Sep 2026 <i>Boston, Massachusetts, United States</i>
Vice President, Operations P53, Inc. Hired as first sales and business leader and executed a six-month turnaround. Grew revenue from \$0.1M to \$1M, closed deals of \$200K+ and built a \$2M+ pipeline. Designed the entire sales process, CRM stack, and commercial infrastructure while collaborating with product and engineering to align customer discovery with roadmap decisions.	May 2025 — May 2026 <i>Remote</i>
Angel Squad Member Hustle Fund	Jan 2025 — Present
Vice President Operations OncoDaily Largest global oncology news platform.	Jan 2025 — Jan 2026
Venture Partner NextGen Venture Partners	Jan 2022 — Present
Senior Account Manager, Team Lead CircuitHub, Inc. Led a global two-layer account management and customer success team serving 1,200 accounts with users from startups to Fortune 50. Grew the function to 85-90% of company revenue, delivered consistent quota attainment (100-120%), improved retention from 55% to 72%, and helped the company reach profitability. Built customer health and CRM reporting systems that tracked churn risk, adoption, and expansion opportunities.	Jul 2021 — Jan 2025 <i>Remote</i>
Board of Directors Member Stealth Biotechnology Co. University spin-out targeting breast cancer.	Jan 2021 — Jan 2024
Startup Mentor @ BUild Lab Student Innovation Center Boston University	Jan 2021 — Jan 2023
Startup Mentor @ Startup Academy SmartGateVC	Jan 2021 — Jan 2021
Startup Mentor @ NSIN Defense Innovation Accelerator (powered by FedTech) FedTech	Jan 2020 — Jan 2020
Startup Mentor BANA - Business Angel Network of Armenia	Jan 2020 — Jan 2020
Startup Mentor PointForward LLC	Jan 2019 — Jan 2020
Business Consultant UCSF Medical Center	Jan 2018 — Jan 2018
Marketing Consultant GeniusMesh	Jan 2018 — Jan 2018
Senior Account Manager, Team Lead CircuitHub, Inc. Owned full-cycle sales from prospecting through close as the company's first sales hire. Achieved 150% of revenue target, doubled customer count, enabled price increases, and drove 80% YoY company growth. Built the foundation for all subsequent sales and customer success processes.	Oct 2017 — Jun 2021 <i>Remote</i>

Business Development Consultant Paradromics Inc Backed by NIH, DARPA, Fusion Fund, Dolby Family Ventures, and others.	Jan 2017 — Jan 2017
Strategy Consultant EuMotus Founded at Harvard Innovation Lab. Backed by AngelPad.	Jan 2017 — Jan 2017
Business Consultant Independent Consultant GTM projects (business development, finance, strategy, marketing, operations, investor relations) in biotech, defense/ security, life sciences, mobile apps, health tech, energy, A.I., and others.	Jan 2016 — Jan 2021
Account Executive Crowdly Backed by Techstars, Laconia Ventures, and others.	Jan 2016 — Jan 2017 Boston, MA
Founder, Head of Sales & Marketing Tru, Inc. Sold in-stores at Costco and others, and online at Amazon and drinktru.com.	Jan 2015 — Jan 2019 New York, New York, United States
Founder, Cohort 3 @ FOOD-X SOSV TRU, Inc. was accepted to Cohort 3 at FOOD-X, an international food and beverage accelerator backed by SOSV. 1 of 10/500 accepted startups.	Jan 2015 — Jan 2015 New York, New York, United States
Founder, Cohort 1 @ Startup52x Startup52 TRU, Inc. was accepted into Startup52x, an accelerator backed by Startup52. 1 of 10/200 accepted startups.	Jan 2015 — Jan 2015 New York, New York, United States

EDUCATION

Questrom School of Business, Boston University <i>Bachelor of Science (B.S.) in Business Administration - Finance Concentration</i> Division 1 Scholarship Athlete	Sep 2010 — May 2014
Belmont Hill School <i>High School Diploma</i> Activities and societies: Varsity Rowing, Football, Basketball V.P. Student Government Elected Peer Leader Head of Community Service Contributor & Editor for School Newspaper Contributor & Editor for Literary Magazine Member of Students Actively Fostering Equality	

PROJECTS

Successful Kickstarter Campaign for TruEnergy Launched a Kickstarter campaign for our first product, TruEnergy. Received several press features, and in 30 days achieved 113% of our goal; \$22,723 / 20,000.	
New Product Business Plan Challenge Finished 2nd out of about 800 students and 80 teams. Product: Created "The Magic Toothbrush," developed to help parents ensure children brushed their teeth for the dentist recommended time using heat transfer trigger technology in the brush handle. Challenge: The final three final teams were chosen by Questrom School of Business professors for a final pitch competition judged by MBA Corporate Strategy professors and a Senior VP from Digital Imagitas. Finalist teams were chosen at the conclusion of a semester during which they created an 80+ page executive business plan outlining the simulated design and launch of a consumer product in four major sections focusing on finance, marketing, operations management, and information systems.	

CERTIFICATIONS

Nominee Sports & Active Nutrition Awards , Sports and Active Nutrition Summit	Jan 2017
Invited Judge - Boston University New Venture Competition Prelim ,	Feb 2016
Accepted to Food-X (SOSV) Accelerator ,	Sep 2015
Accepted to Startup52 Accelerator ,	Jun 2015

Invited Judge - MakeMIT (Hardware Hackathon),	Feb 2015
Dean's Community Service Award Nominee,	Jan 2014
Finalist - New Product Business Plan Challenge,	Jan 2014
Finalist - Woodberry Speech Competition,	Jan 2010
Warburg Community Service Award,	Jan 2010

SKILLS

Entrepreneurship · Leadership · Social Media · Public Speaking · Marketing · Management · Startup Development ·
 Social Networking · Guerrilla Marketing · Strategic Planning · Sales · Business Strategy · Strategic Communications
 · Social Media Marketing · Strategy · Start-ups · Business Development · Microsoft Excel · Data Analysis ·
 Research · Sales strategy · Go-to-market (GTM) · Revenue operations · Customer success · CRM management ·
 Enterprise sales · Pipeline management · Account management · Sales process design · Customer retention ·
 Customer health analytics · Team leadership · Business operations · AI agents · Outbound sales · Full-cycle sales