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## CERTIFICATIONS

### HubSpot

- Architecture: Data Models and APIs
- Data Integrations
- Salesforce Integrations
- Platform Consulting
- Marketing Hub Implementation

### Salesforce

- Certified Administrator
- Platform App Builder
- Sales Consultant

### Own Project (2025-2026)

- Developed a workforce planning SaaS platform focused on organisational design, headcount planning and change management.
- Compares current and future organisational structures against business goals and transformation timelines.
- <https://organigram.se> – available for testing and demo

## LANGUAGE

English / German / **Hungarian**

# DANIEL SZALOCZI

## CRM Strategy | Revenue Operations | HubSpot

Revenue Operations Lead and HubSpot expert with experience centralising CRM operations across multiple business units. Skilled in aligning sales, marketing and customer success teams through scalable processes, reliable data and practical CRM solutions.

## RELEVANT EXPERIENCE

### Revenue Operations Lead | 04.2024 - present

#### WebPros

- Led CRM transformation and consolidation across eight international business units, establishing HubSpot as the central platform for marketing and customer engagement while defining a unified data model and reporting framework across Sales, Marketing and Customer Success teams. Developed a custom integration connecting online stores serving 60k+ active customers with HubSpot, enabling centralized marketing visibility and automation.
- Led the migration from legacy marketing and sales platforms including Mailchimp, Drip and Pipedrive to HubSpot Marketing Hub and Sales Hub, establishing a centralized CRM ecosystem and adding 200k+ marketing contacts to HubSpot.
- As part of the centralisation, led a GDPR compliance and cost-efficiency initiative, evolving a Custom DOI implementation in collaboration with the legal department and eliminating 500k+ non-addressable contacts from the CRM, resulting in substantial storage cost savings over a multi-year contract.
- Designed and implemented end-to-end partner acquisition reporting, connecting HubSpot, Salesforce and Gong data into a centralized KPI dashboard used by brand leadership and executive stakeholders.
- Created an MBO tracking Dashboard of Account managers responsible for EMEA, APAC and AMER regions in Salesforce to measure the performance of account managers and help with the evaluation on data quality, forecasting accuracy, structured account management and revenue integrity.
- Facilitated alignment between business teams and technical implementation partners, translating business needs into scalable CRM solutions.
- Owned HubSpot and Salesforce CRM environments supporting 1.5M+ contacts, including governance, process standardisation, user management and CRM roadmap prioritisation across multiple business units, balancing business requirements, technical constraints and commercial impact.

### Head of CRM, Marketing Automation Specialist | 02.2022 - 04.2024

#### Kkvision GmbH.

- Led and mentored a team of CRM specialists, overseeing project delivery, process governance and client-facing CRM strategy initiatives.
- Focusing mainly on HubSpot, developed automated marketing workflows for clients, optimizing email campaigns, lead scoring, reports, GDPR compliance, and data cleansing.
- Led/supported CRM onboarding, user enablement and adoption initiatives for 15+ organisations, ensuring successful implementation and long-term business usage.

## EDUCATION

Semmelweis University, Diploma of Education, Conductor teacher