

Arya Wells

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Summary

GTM operator who launched an AI platform into two markets and built its pipeline engine. Signed 7 pilot customers in 14 weeks and generated nearly \$1M in qualified pipeline in under three months, with a finance and software background.

Experience

Marloo

Founding GTM (Go-to-Market)

May 2026 - Sep 2026 | New York, NY

Founding-team engagement to launch U.S./Canada; role concluded when the company paused North American expansion.

- Led the U.S. and Canada launch of an AI platform for financial advisory firms; signed 7 firms to paid pilots and built \$420K in pipeline within 14 weeks.
- Wrote the launch positioning and messaging framework for three advisor segments; it became the sales deck, website copy and demo script.
- Built the sales enablement kit (battlecards against four competitors, demo narrative, objection handling) and cut demo prep from 45 to 10 minutes.
- Ran an account-based program to the top 200 RIAs from a 20,000-firm research base, achieving a 31% meeting rate.

MotherDuck

Business Development Representative

Jan 2026 - Apr 2026 | New York, NY

Left to join Marloo's founding team.

- Generated nearly \$1M in qualified pipeline in under three months; ranked #1 of 8 BDRs at 140% of meeting quota.
- Contacted data engineers, CTOs and founders by email, phone and LinkedIn, qualified their analytics needs and handed opportunities to sales.
- Prioritized accounts with technology-stack, GitHub, hiring and product-usage signals; rewrote team sequences, lifting reply rate from 4% to 11%.

Saka Studio

Founder, GTM Systems

Mar 2023 - Jan 2026 | New York, NY

- Built outbound and CRM systems for 12 B2B clients using Clay, Smartlead, Apollo and HubSpot, influencing \$2.1M in client pipeline.
- Integrated HubSpot with Shopify for an e-commerce client and produced its customer case study.

Rent Instead

Founder

2024 - 2025 | New York, NY

- Launched a Shopify rental marketplace with 40 supplier partners; reached \$10K MRR and sold the business in April 2025.
- Developed supplier partnerships and managed vendor outreach, qualification and follow-up in HubSpot.
- Managed customer acquisition and marketplace operations alongside product development.

Cache Invest

Software Engineer

2022 - 2023 | Sydney, Australia

- Built data ingestion and processing features for an investment platform and its white-label API.
- Turned business requirements into roadmap priorities with designers, engineers and product colleagues.
- Updated API microservices and AWS data pipelines and explained implementation choices to technical and nontechnical colleagues.

Deloitte

Digital Operations and Financial Technology Consultant

2021 | Sydney, Australia

- Extracted and transformed fragmented client data into a central database during a demerger.
- Translated client requirements into data structures and product features for the separation project.
- Investigated client issues with service and implementation teams and used feedback to refine product requirements.

Moody's Analytics

Structured Finance Operations Associate

Dec 2020 - Jun 2021 | Sydney, Australia

- Implemented ABS Suite with SQL and ETL to load loan-level collateral data for securitization clients.
- Connected loan records to investor and accounting reports for asset-backed securities and covered bonds.
- Translated cash-flow and reporting requirements into software implementation and data-processing tasks.

Latitude Financial Services

Operations and Product Graduate Program

Jan 2019 - Dec 2020 | Melbourne, Australia

- Built models linking macroeconomic and financial data to set assumptions for executive forecasting discussions.
- Modeled Mastercard interchange drivers to forecast interchange values for credit-card planning.
- Worked with marketing specialists and an external agency on digital strategy and personal-loan acquisition campaigns.
- Led an internal audit project with an offshore vendor and coordinated risk controls, operating procedures and billing with internal managers.

Education

RMIT University | Master of Finance (Applied) | 2018

Australian National University | Bachelor of Finance | 2016

Majors: Capital Markets and Statistics

Skills

GTM strategy, market launches, account research, outbound campaigns, outreach messaging, demo preparation, CRM workflows, pipeline analysis, customer discovery, financial modeling and requirements analysis.

Tools used across roles: HubSpot, Attio, Apollo, Outreach, Smartlead, Clay, Shopify, SQL, Python, Excel, AWS, Jira and Figma.

Awards and Credentials

First prize team, DSAi GPT Hackathon | May 2023. Product lead for an investment-research prototype using retrieval-augmented generation and sentiment analysis.

Led LineMeUp to second place, Techstars Online Startup Weekend hosted by Startup Victoria | Nov 2020.

AWS Certified Solutions Architect - Associate | Earned 2020