

William Bloomfield

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Employment and Work Experience

Lottie | Account Executive

April 2026 - Present

- Selling Lottie's software offering, FOUND (CRM, AI Call Agent, Occupancy Management & Billing Platform) to Care Homes, focusing on the Mid-Market segment.
- Finished ramp period at 350% of target (£25,000 ARR Closed) from a standing start. Generated £150,000+ ARR of open pipeline in 2 months through cold outreach, events and partnerships.
- Lead GTM, events and partnerships strategy for the FOUND product in the Carehome segment. Launched a new partnership with a Series B Healthtech company and redesigned the partner programme, boosting engagement, co-marketing and co-selling across a 15-strong partner base.
- Planned and delivered in-person events for Lottie, including executive networking lunches, conferences and boutique industry events, both independently and co-hosted with partners. Owned the full lifecycle from ideation and budgeting through to execution and hosting.
- Partnering with the Head of Commercial to redesign the sales process and lift pipeline conversion. Diagnosed key drop-off points, driving a shift toward consultative selling, stronger discovery and qualification, defined business cases, and multi-threading across accounts.

Focus Research | Co-Founder / Partner

July 2025 - Present

- Co-Founded a market research company focused on connecting Pre-Seed - Series A startups with subject matter experts to get qualitative feedback on products they are building to inform design, technical decisions and positioning.
- Grew company to £3,000+ MRR, working with 9+ startups across the UK, USA + MENA.
- Manage a growing network of 250+ experts across 10+ industries, including Founders, CEO's, CFO's, Partner's & COO's.
- Advised founders on ICP definition, positioning, and go-to-market design, using live buyer evidence from our research engagements to help them sharpen their commercial strategy, pricing, and roadmap decisions in parallel with generating pipeline.
- Own expert network growth end-to-end, running outreach across LinkedIn, email and phone to source and recruit new experts.
- Designed onboarding processes and documentation for experts and startups, driving high engagement across research projects.

Fluent | Founding Team [GTM Lead] [Exited]

Jan 2024 - Jan 2026

- Founding Team Member at a VC-backed (\$10m), pre-PMF AI Startup.
- Responsible for building, leading and scaling: Sales, GTM, CS & RevOps functions, working directly with the CEO.
- Built the Sales & GTM process (from prospecting to onboarding customers), taking the company from £0 - £300k ARR across two products (*Jan '24 - Jan '25, Advanced Analytics product; Feb '25 - Jan '26, Marketing Automation platform*).
- Generated £1,000,000+ in qualified pipeline (2025 YTD) via Sales, Marketing [Paid & Influencer] and Upselling.
- Owned the end-to-end sales process: Closed 25 net-new customers (SMB to Mid-Market), onboarded and retained 87% through direct Customer Success management, and grew the revenue of retained accounts by an average of 25%.
- Secured & Ran 5 pilots/month, ranging from Mid-Market to SMB Marketing Agencies.
- Consistently exceeding monthly targets (2025 YTD = 110% average attainment) across all KPI's: Meetings booked, SQOs, Pilots Confirmed, Revenue Generated and Customer Expansion.
- Work closely with Engineering to share learnings and shape the product roadmap to drive greater product engagement and refine user flows based on customer feedback, requests and user experience; overarching goal of driving revenue through new products and features.
- Responsible for creating GTM Strategy, Territory and Account Plans by leveraging CRM, Product & Third Party data. Owned targeting, pricing and outreach strategy for UK & US markets.
- Managed Sales & GTM budget, tech stack, forecasting, and contributed directly to revenue strategy.
- Leveraged ChatGPT & Claude to build AI GTM tooling to increase efficiency and cut manual work. Selected projects: *Automated MEDDPICC assessment / Daily Brief & Pipeline Review / Business Case Builder*.

Tarka Talent | Associate Consultant - Consultant

Jan 2022 - Dec 2023

- Highest performing recruiter in the 11 Investments Group (75+ Recruiters) for Q1 2023, generating £111,200, exceeding my target by 122%.
- Featured in the group-wide 'Top 10 Consultants' leaderboard for seven straight months (Feb - Aug 2023)
- Built a new account into the second largest consulting client for 2022, by generating revenue in excess of £150,000 over a period of 6 months (Feb - July 2022 inclusive).
- Led multiple business development campaigns, engaging with MD & C-Suite level prospects to win and onboarded 3 new global accounts (generating revenue in excess of £75,000 at my time of departure).

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JD Ross Energy | Junior Talent Partner - Talent Partner Sept 2021 - Dec 2021

- Fastest promotion in the London office as a result of closing 6 deals worth a combined £30,500 within 8 weeks of my completion of the introductory training.
- Built, developed and maintained relationships with multiple international senior stakeholders (Department Heads, Directors).

Education

Durham University | Ancient History, BA (Hons) 2018 - 2021

Final Grade: 2.1 (68%)

Sports & Societies: Team Durham - Athletics & Cross Country, St Cuthbert's Society RFC, St Cuthbert's Society FC ; Classics Society, Palatinate Contributor

Wymondham College | A-Levels 2016 - 2018

Government & Politics - A*, History - A, English - A, Economics (AS) - A

Sports & Societies: Cross Country Team, History Society, Politics Society, History Magazine (Founder), Principal's Council, Student Council.