Ali Hamou

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PROFESSIONAL SUMMARY

MEDDPICC-trained Account Executive with 4+ years of full-cycle B2B and outbound sales. At DJI Agriculture, closed $2.4M+ in six-figure deals (US$100K average) from a pipeline built end to end: outbound, paid media, CRM and close. Founded an AI company selling AI systems and AI-native marketing (~US$300K in revenue), built and exited a marketing agency, and brought $4.1M in new client assets to CIBC Wood Gundy. Sells and deploys AI across B2B SaaS, agriculture, legal, healthcare, fintech, industrial and professional services verticals.

SKILLS

Sales: Full-Cycle B2B Sales, Outbound Prospecting & Cold Outreach, Discovery Calls & Product Demos, Objection Handling, Negotiation & Deal Closing, Consultative Selling & Value Proposition Delivery, Channel & Dealer Sales, Client Relationship Management
Methodology: MEDDPICC, Lead Qualification, Pipeline Management, B2B Sales Cycle Management
Pipeline & GTM: Cold Email Infrastructure & Sequencing, Paid Media (Meta Ads), Funnels & Landing Pages, CRM Design, Workflow & Data Integrity
AI & Tools: AI Sales Automation & Agent Deployment, Claude, ChatGPT, HubSpot, Instantly, Clay, Apollo

PROFESSIONAL EXPERIENCE

Account Executive | DJI Agriculture | US & Canada *Apr 2026 - Present*

- Closed $2.4M+ in DJI spray drone system sales to retail buyers and dealers at a US$100K average deal size, owning every deal full cycle: discovery, live demo, financing, negotiation and close.
- Promoted from SDR to Account Executive on performance.
- Built the full revenue engine end to end (paid media, outbound, CRM and close), creating a self-sourced pipeline that fills daily.
- Launched and ran Meta paid media across two brands, generating 1,000+ inbound leads per month at a fraction of target cost per lead.
- Engineered a 16-mailbox outbound engine (Instantly, Clay) over a 10,000+ contact dealer list, with enrichment, verification and multi-step sequences running daily.
- Expanded the North American dealer channel, recruiting, negotiating and onboarding new dealers into the DJI Agriculture network.

Founder | Outstream Inc. | London, ON *Sep 2024 - Jun 2026*

- Generated ~US$300K in service revenue over 2 years selling AI systems (AI agents, automation builds, workflows) and AI-native marketing (funnels, paid media, lead capture, websites, AI search ranking) to legal, dental, healthcare, industrial, SMB and professional services clients.
- Built and scaled a full outbound pipeline across B2B SaaS, legal, dental, healthcare, fintech, industrial and SMB verticals through cold outreach, LinkedIn prospecting and multi-channel sequences, from first contact to close.
- Sold AI systems to non-technical owners by finding the pain point first, then explaining the fix in plain words.
- Ran CRM workflows and automation to keep pipeline data clean, track performance and lift conversion across the full sales cycle.
- Designed and deployed autonomous AI agents for lead qualification and outbound sequencing, cutting prospecting time and scaling output without added headcount.

Private Wealth Associate | CIBC Wood Gundy | London, ON *May 2024 - Aug 2024*

- Closed $4.1M in new client assets in 4 months by building a LinkedIn prospecting channel from scratch, opening a new digital source of clients inside a regulated financial institution.

- Researched and qualified high-potential prospects as the first point of contact, then handed them to a senior advisor at one of Canada's largest brokerages, growing the pipeline across a multi-million dollar book.
- Explained complex wealth products in plain words on calls with clients and prospects, tying each conversation to the person's goals.
- Handled client data and documentation under CIBC's compliance standards, learning first-hand how regulated institutions weigh security and risk.

Co-Founder & Sales Development | Service Stream Solutions LTD. | London, ON *May 2023 - Apr 2024*
- Owned full-cycle outbound sales (cold calling, cold email, referrals), closing B2B contracts that grew the agency from zero to a portfolio of active retainer clients.
- Managed client relationships and led a team of 5+ that hit delivery targets across concurrent engagements.
- Built the marketing agency from zero to a successful acquisition.

Front-End Sales Supervisor | Food Basics LTD. (Metro INC.) | London, ON *Oct 2020 - May 2023*
- Led a front-end team of 20+ in one of the region's busiest stores, owning daily sales KPIs, cash operations and shift targets.
- Hired, trained and coached new staff on service standards and speed, lifting checkout productivity on peak shifts.
- Resolved customer escalations on the floor under pressure, turning complaints into repeat customers.

PROJECTS

Jurova AI | Co-Founder & CRO *www.jurova.ai*
- Created the GTM plan and sales strategy, and championed sales that had law firms in Canada, the US and the UAE piloting the software in under 3 months from launch.
- Patent-pending AI case intake for law firms: multilingual chat, voice and 24/7 phone agents qualify each caller and write the lawyer a case memo.

SprayReady | Founder *www.sprayready.app*
- Designed and built a custom CRM and dealer portal from scratch that replaced the legacy CRM company wide.
- Handles 1,000+ inbound leads per month across two drone brands, supporting 2 separate sales teams and 50+ employees, with an MCP server so AI agents read the pipeline and log every touch.

Clinvite | Founder *www.clinvite.ca*
- Saw the same problem across Outstream clients, built the fix as a SaaS and upsold it; it now runs on autopilot as passive income.
- Automates SMS referrals, review requests and booking tracking for private clinics, built with Claude Code.

EDUCATION

Bachelor of Management & Organizational Studies (BMOS), Specialization in Consumer Behaviour (Marketing) | University of Western Ontario *Sep 2022 - Apr 2026*

Coursework in marketing, finance, strategic management, organizational behaviour, and business analytics.