Abdul Salam

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PROFILE

Commercial generalist with experience spanning sales development, enterprise account management and hands-on engineering across AI and SaaS. Built commercial systems from scratch at Stability AI and Graphy, combining prospect research and outreach with technical discovery, personalised demos and deal negotiation. Closed Graphy's first non-founder-led deal and built automation that made its demo-led sales approach repeatable.

EXPERIENCE

Graphy

Founding GTM Generalist | London | 2026–Present

First commercial hire at an embeddable data visualisation platform, covering prospecting, full-cycle sales, GTM operations and technical demos.

- Closed Graphy's first non-founder-led deal, a five-figure annual SDK licence. Revived a stalled enterprise prospect with a branded interactive demo, securing a reply in 31 minutes and agreed pricing that day; the contract was subsequently signed.
- Built and tested a demo-led outbound approach: 17 personalised demos generated 12 replies, compared with none from approximately 600 cold emails. The findings informed a shift in outbound strategy.
- Built prospect-specific demos for 80+ companies and automated brand research, demo creation, deployment and outreach preparation with AI agent workflows, reducing build time from around 2.5 hours per demo to several companies a day.
- Established ICP scoring, rebuilt the Attio CRM and deal pipeline, and automated daily lemlist-to-Attio synchronisation covering 163 companies. Defined qualification around a named buyer, a real use case and a dated next step.
- Designed commercial packaging and pricing, including a flat annual licence matrix from $8k to $35k. Ran discovery, technical walkthroughs, proposals and pricing discussions with enterprise prospects.
- Built an MCP server with 11 tools for generating interactive Graphy charts in AI conversations, reducing remote tool-call latency from about 2.9 seconds to 133 milliseconds.

Smart Training AI

Commercial Lead | London | 2025–2026

- Led positioning, partnership strategy and outreach preparation for an AI-powered corporate training platform, working directly with the founding team and academic advisors.
- Drove partnership discussions with Antidote and Blend and translated customer feedback into product requirements, trainer dashboards and integration workflows.

Stability AI

Founding Commercial Hire | London | 2021–2025

Built sales, partnerships and customer success processes during the company's early growth, combining enterprise relationship management with CRM ownership and technical onboarding.

- Closed a two-year partnership with Freepik worth $780,000, managing commercial negotiations and coordinating the contract process with legal.
- Contributed to a $150,000 NightCafe order for 30 million images and managed high-usage enterprise API relationships, including Canva, Roblox and Snapchat.
- Built and administered the HubSpot CRM and sales pipeline from scratch, including automated workflows, enquiry routing and qualification processes for enterprise and self-service leads.
- Onboarded more than 100 companies onto the Stable Diffusion API, supporting technical setup, credit allocation and integration questions. Delivered demos and explained model capabilities to technical and commercial buyers.
- Designed automated email campaigns in Loops, achieving a 66% open rate and 8% click rate on an initial 480-recipient campaign. Ran targeted event campaigns that generated more than 800 RSVPs.
- Created account plans, customer engagement sequences and reporting dashboards combining API usage and revenue data to support account growth and prioritise follow-up.

SKILLS

Sales development: Prospect research, ICP development, outbound prospecting, lead qualification, personalised email and LinkedIn outreach, pipeline building.

Account executive and commercial: Discovery, technical demos, proposals, pricing, negotiation, enterprise partnerships, account management and onboarding.

Engineering and automation: TypeScript, Python, React, Next.js, APIs, MCP servers, AI agent workflows, evaluation design, Cloudflare Pages and Workers.

Sales systems: HubSpot, Attio, lemlist, Apollo, Loops, reporting dashboards and CRM integrations.

EDUCATION

University of Southampton | Undergraduate studies in Physics | 2018–2020

Completed two years of undergraduate study, developing quantitative analysis, mathematical modelling and problem-solving skills.