

PEDRO LACERDA MATTOS

GTM Engineer | AI Sales Systems & Automation | 9+ Years in B2B Sales

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SUMMARY

Sales professional who builds the systems he used to run manually. Nine years carrying a B2B quota — 120%+ attainment at ClassPass (peak 148%), #1 AE company-wide in MRR at Amenitiz — alongside designing and operating a production WhatsApp SDR agent that processed 11,925 messages across 1,758 leads in 31 days, converting 84 closed-won at roughly \$0.50–0.85 per meeting. The system is not an LLM wrapper: its core is a mesh of deterministic guardrails that correct model output in real time, each one written in response to a specific production failure with revenue at stake. Most GTM engineering candidates come from RevOps or software and have never carried a number; the judgment about what to automate, and where an agent must not be trusted, comes from having done the work by hand at volume.

PROJECTS

Autonomous WhatsApp SDR Agent — Architect & Operator

Jun 2025 – Present | Production system, live revenue | github.com/lacerda14/agente-sdr

- Inbound and outbound SDR agent that qualifies leads and closes deals through WhatsApp conversation, with human-in-the-loop on final contract. Runs fully serverless on Cloudflare Workers at an 8-second median response time.
- **31-day production results:** 1,758 leads contacted · 25.1% reply rate (441) · 95 reached meeting stage · **84 closed won** · 11,925 messages processed · 2,014 autonomous responses at 8s median / 11s p90 · ~\$0.50–0.85 cost per meeting · ~120–180 manual hours eliminated per month.
- **Multi-model cost routing:** DeepSeek as primary for unit economics, Anthropic Haiku as fallback on 25s timeout, Anthropic Sonnet for vision — parsing tax IDs and pricing tables from photos and PDFs sent by leads.
- **Deterministic guardrail mesh** — the core engineering contribution. Each guardrail traces to a real production failure: anti-hallucinated-booking (response claiming an invite was sent without emitting a booking tag forces a retry, then falls back to honest text), anti-false-close (no contract marked without a verified tax ID in the conversation), anti-pitch-to-gatekeeper, internal command-tag firewall, geographic gating beyond area code, and operator override that silences the agent when a human replied within 15 minutes.
- **Voice and image in-worker:** Whisper on Workers AI transcribes lead voice notes at the edge; SVG rasterized to PNG via resvg-wasm with embedded fonts to generate revenue-share tables server-side, working around the absence of canvas in Workers.
- **Real scheduling and contract extraction:** Calendly API books actual meetings with slot pre-validation and live alternatives; structured extraction reads conversation plus attachments into a complete onboarding dossier exported to PDF in one click.
- **Deliverability engineering:** anti-ban follow-up cadence with pacing, per-number daily caps, business-hour windows, and delivery verification — built after establishing that a Twilio 201 does not mean the message was delivered.
- **Operator console:** React + TanStack Start (SSR on Workers) for pipeline supervision, live conversation takeover, contract tab, revenue-share calculator, and PDF/deck generation.
- **RAG** over a product and objection-handling knowledge base for grounded, playbook-consistent responses.

Enrichment & Prospect Scoring Pipeline — Clay

2026

- Waterfall enrichment pipeline over 200+ live prospects, chaining multiple data providers with fallback logic to maximize match rate while controlling per-record cost; AI-generated personalization column producing per-prospect messaging from enriched firmographic and signal data.
- **[PREENCHER do dashboard Clay]** Match rate: ____% · Cost per enriched record: \$____

TECHNICAL STACK

AI & Automation: Multi-model routing (DeepSeek, Anthropic Haiku/Sonnet), vision-based document parsing, Whisper on Workers AI, RAG architecture, prompt engineering, deterministic guardrail design, autonomous agent architecture

Infrastructure: Cloudflare Workers (serverless, cron, waitUntil), Workers AI, Supabase / PostgreSQL, resvg-wasm, REST APIs, webhooks, JSON

Integrations: Twilio (WhatsApp, approved Meta templates), Calendly API, Salesforce, HubSpot (certified)

Frontend: React, TanStack Start (SSR)

Languages: JavaScript (read, adapt, ship with AI assistance), SQL

GTM Tooling: Clay (waterfall enrichment), Salesforce, HubSpot, Slack, Asana

SALES EXPERIENCE

Field Account Executive I — ClassPass

Jan 2026 – Present | Rio de Janeiro, Brazil

- Run a full-cycle motion at 120%+ quota attainment (peak 148%), owning prospecting through close.
- Operate the funnel end-to-end in Salesforce — the daily friction in research, qualification, and follow-up is the problem the SDR agent was built to remove, and the ClassPass playbook is the knowledge base it retrieves from.

Account Executive, Portuguese Market — Amenitiz (B2B SaaS)

Feb 2024 – Sep 2025 | Barcelona, Spain

- #1 Account Executive company-wide in MRR for two consecutive months at 108% average quota, working the company's smallest territory.
- Ran discovery, demos, and negotiation across a high-volume pipeline in a market entered from zero — direct source of the qualification and objection-handling logic later encoded into the agent.

Sales Development Representative — Amenitiz (B2B SaaS)

Jul 2023 – Jan 2024 | Barcelona, Spain

- Built outbound pipeline from scratch in an unworked market at 115%+ of quota; promoted to AE in 7 months.

Parental Leave

Sep 2025 – Jan 2026

- Dedicated leave following the birth of my child; designed and shipped the WhatsApp SDR agent during this period.

Head of Sales — Vento Fresco (B2B Services)

Jan 2021 – Jul 2023 | Rio de Janeiro, Brazil

- Led a 30-rep organization to 30% year-over-year revenue growth.
- Designed outbound cadences, forecasting rituals, and funnel instrumentation — defining what got measured, at which stage, and how conversion was tracked across a team of that size.

Account Manager — Vento Fresco (B2B Services)

Jan 2019 – Dec 2020 | Rio de Janeiro, Brazil

- Owned 15 strategic B2B accounts across retention, upsell, and cross-sell, with multi-stakeholder cycles.

Sales Development Representative — Vento Fresco (B2B Services)

May 2017 – Dec 2018 | Rio de Janeiro, Brazil

- Executed high-volume outbound: 80+ cold calls per day, 140+ talk hours per month — the manual baseline the agent's 25.1% reply rate was later measured against.

EDUCATION & CERTIFICATIONS

- B.A. Physical Education — Universidade Cruzeiro do Sul. Completed 2026.
- HubSpot Certifications: Sales Management, Sales Enablement
- Certifications: HTML5, CSS3, JavaScript

LANGUAGES

Portuguese (Native) • English (Fluent) • Spanish (Fluent)