

Niklaas Dumroese

AI & GTM SYSTEMS

I build and ship go-to-market systems that run on AI. I design the frameworks, data, and agent infrastructure behind how teams execute, then automate the execution.

01 EXPERIENCE

AI & GTM Operations Enablement Manager · Pleo

Jul 2026 – Aug 2026

- Owned marketing-ops process governance: campaign workflow intake, approval processes, and HubSpot workflow health, with auditable documentation that removed tribal-knowledge dependency.
- Ran the marketing reporting cadence (MBR/QBR) and the data-governance programme: attribution consistency, lifecycle-stage alignment, and cross-stack data quality, resolving issues upstream with Data and BAT teams.
- Led AI adoption across MOps workflows, turning capability into durable, governed process.
- Raised the operational floor across the function through shared standards, QA checklists, and onboarding resources.

Marketing Enablement & Efficacy Lead · Pleo Feb 2026 – Jun 2026

- Designed and built a production agentic system for a 30+ person team: multi-agent orchestration with specialised skills, tool-use patterns, MCP integrations (Canva, Linear, Miro), and autonomous 24/7 operation, with orchestrator agents coordinating subagents in parallel.
- Built self-improving feedback loops: weekly reflection agents propose rule changes; monthly evolution cycles auto-approve them only when benchmark scores improve; decay-weighted memory scoring promotes high-value knowledge.
- Designed evaluation frameworks for agent quality: skill-trigger accuracy benchmarks, output-quality evals, and retrieval-precision metrics with regression tracking.
- Built a RAG memory and retrieval architecture over a ~1,000-document vector-indexed wiki, with semantic search, context-budget management, and automated pruning.
- Drove adoption from zero infrastructure to 74% daily AI-tool usage (n=23); shipped 3 workflows into production; led an enablement workshop and built role-specific onboarding across 6 functions.

Performance Marketing Specialist → Senior · Pleo

Oct 2021 – Feb 2026

- Built the technical foundation the agentic layer runs on: end-to-end ownership of the Segment CDP, server-side CAPI events with high-quality matching parameters, and clean, GDPR-compliant data pipelines across marketing, product, data, and legal.
- Built an incrementality testing framework from scratch in Python on the ads-platform APIs, improving CAC by ~15% and establishing the experimentation culture behind agent-driven creative testing.
- Implemented lifecycle-stage-based conversion events and automated internal reporting, closing the gap between in-platform and backend data: ~7% CVR improvement, 2M€+ ARR uplift, and ~10% more open pipeline.

Paid User Acquisition Manager · Quandoo Jun 2019 – Sep 2021

- Managed Google, Bing, and Meta campaigns at six-figure monthly spend; built automated campaign structures via Search Ads 360; designed and analysed A/B tests in SQL.

02 CONTACT

hello@nikdumroese.com

+49 176 57914986

linkedin.com/in/nikdumroese

github.com/nikdumroese

03 SKILLS

AGENTIC SYSTEMS

Multi-agent orchestration · skill / tool / memory / eval decomposition · self-improving loops · MCP · RAG · vector search · context management · Claude / Claude Code

EVALS & OBSERVABILITY

Benchmark design · regression tracking · output-quality scoring · retrieval-precision metrics · structured logging

DATA & ANALYTICS

Python · SQL · BigQuery · ARIMAX / marketing-mix modelling · Amplitude · Looker Studio · Fivetran · Streamlit

MARKETING INFRASTRUCTURE

Segment (CDP) · CAPI · Google Tag Manager · HubSpot · incrementality testing · Google Ads · Meta Ads · Search Ads 360

WEB

HTML · CSS · JavaScript

04 CERTIFICATIONS

Google Tag Manager

Google Ads — Search & Display

Google Analytics

Search Ads 360