TALKS · PANELS · PODCASTS · PORTFOLIO WORKSHOPS

Harry James *Coburn.*

Building a sales engine you can trust: what to automate, what to keep human. Practical, honest about what fails, and built on real numbers.



SPEAKER BIO

Harry James Coburn is a Berlin-based sales and go-to-market adviser for CEOs of VC-backed tech companies, Series A to C. He has led sales at UXCam, Arbonics, Wheely and Pronto, companies backed by Headline, Plural, Concentric, Seedcamp and Playfair, and trained at IBM, Credit Suisse and Lloyds Banking Group. His work centres on one idea: a sales engine you can trust. AI buys the time, your people earn the trust.

Feel free to use this bio and photo. For a high-resolution photo, email harry@harryjamescoburn.com.

What I talk about

AI AND SALES

A sales engine you can trust

What to automate, what to keep human, and why most AI sales projects scale the wrong thing.

NEW MARKETS

Launching where you're unknown

Taking a product into a new country or segment: finding the first customers, the right partners and a motion that travels.

BUILDING TEAMS

From founder-led to a sales engine

When the founder is in every deal: the hires, the process and the numbers that let a team sell without them.

Formats

Talks and keynotes

20 to 45 minutes, for founder, sales and investor audiences, in person in Berlin and London or remote

Panels and fireside chats

On go-to-market, AI in sales, pricing and launching into new markets

Podcasts

Interviews on building sales engines, the lessons from four VC-backed companies, and what AI changes

Portfolio workshops

Office hours and workshops for investors' portfolio companies, on getting the commercial formula right before they scale it.

Invite me

Email harry@harryjamescoburn.com with the date, audience and format.