

Eric Fleshman

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GTM Engineer specializing in AI agents and revenue infrastructure. I build 0-1: V0s proven with stakeholders, then hardened into production systems that turn ICP and intent signals into pipeline. Agent workflows, enrichment waterfalls, routing, and attribution across the GTM stack. 8+ years across seed to Series D companies, owning \$100M+ pipeline targets and scaling early-stage startups from \$200K to \$5M+ ARR.

SKILLS

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- ENGINEERING** - CRM Architecture, Data Model Design, APIs (REST, Webhooks, JSON), AI Agent Orchestration, Claude Code (API-direct), LLM Prompt Engineering and Evaluation Loops, Data Enrichment Pipelines, Production Automation, Python and Node.js, SQL, Git/GitHub
- GTM STACK** - Clay, HubSpot, Salesforce, Apollo, ZoomInfo, 6sense, Zapier, n8n, Marketo, Demandbase
- STRATEGY** - GTM Strategy, Pipeline Architecture, Revenue Attribution, CAC/LTV Analysis, TAM Methodology, Account Tiering, Territory Design, ICP Scoring
- AI MODELS** - Model routing by task: open-source models (OpenRouter) for high-volume structured work, frontier models (Claude Opus) for reasoning, with evaluation loops and escalation paths

EXPERIENCE

Founding GTM Engineer

Kizen - New York, NY

02/2026 - 05/2026

- First GTM Engineering hire. In 90 days, designed the CRM data model across 4 core objects with bidirectional relationships, shipped 40+ production automations with monitoring and failure alerts piped to Slack, and built direct API integrations with Apollo, ZoomInfo, Claude, Slack, and OpenAI.
- Built agent-driven inbound infrastructure processing \$50M+ in pipeline, cutting speed-to-lead from 72 hours to 10 seconds (400+ Medicarians at \$38M+ TAM, web inbound, Apollo activity). AI agent (Claude Sonnet) resolves company identity from email domain, auto-chains into ZoomInfo enrichment, and routes via dynamic owner assignment by territory and quota fill so reps pick up the phone instead of cleaning data.
- Shipped bidirectional Apollo-Kizen integration via 4 production sync automations (contacts, emails, calls, tasks). Direct API-to-API with no middleware, 10-minute scheduler intervals, and structured error logging. Syncs activities and stage transitions in both directions to surface sequence performance in CRM.
- Identified and shipped an attribution chain nobody had scoped: Contact to Lead to Account to Opp source inheritance via 4 production automations and a standardized 8-value taxonomy across all GTM objects. Surfaced \$10.91M in marketing-sourced pipeline previously buried in unattributed records.
- Created and validated 2,000-account TAM for insurance vertical using multi-source enrichment waterfall (ZoomInfo, Perplexity, Comet web research). Designed account tiering framework (Enterprise Core, Growth, Premier) adopted by CEO as company standard.
- Designed 6 production stage gates with dynamic field validation and a custom Slack bot ("Pipeline Police") that DMs reps with the exact missing fields. Uses Timeline API for dynamic stage reverts. Improved pipeline data quality without forcing manual rep compliance.
- Built pipeline waterfall reporting infrastructure: custom data object tracking every Opp value change, automated delta calculations across all stages, leadership homepage with 7 widgets, and 4 per-rep waterfall homepages tracking real-time pipeline expansion, reduction, and movement by owner.
- Designed and delivered sales enablement sessions for the entire GTM team. Presented account strategy and TAM analysis directly to CEO, VP GTM, and VP Marketing in recurring strategy sessions.

Regional Marketing Manager, NYC | Convene

09/2024 - 12/2025

Position eliminated in company restructuring

- Owned marketing's contribution to \$100M+ in NYC annual pipeline targets. Built HubSpot multi-touch attribution model to identify high-ROI touchpoints and optimize CAC across multi-channel acquisition.
- Drove marketing operations improvements in HubSpot and Salesforce: fixed routing logic so known accounts went directly to owning AEs, recalibrated lead scoring to reflect actual buyer behavior.
- Built multi-channel demand generation strategy shifting from broad-awareness to targeted ABM plays, contributing to 100%+ increase in MQL acquisition year-over-year.
- Led internal AI adoption, integrating LLM-based automation tools to scale personalized content delivery and reduce manual workload for the marketing organization.

Growth Marketing & Demand Generation

VTS, Podium, Worksome - New York, NY

06/2023 - 08/2024

Delivered demand gen, ABM, and vertical GTM across three companies during a period of broad tech sector layoffs.

- Launched AI chatbot product at Podium using waitlist scarcity strategy, growing to 300+ signups in Q1 through webinars, SMS, and email campaigns, generating \$1.5M in qualified pipeline.
- Owned full-funnel marketing strategy for Podium's automotive OEM vertical, surpassing CAC and ACV targets through targeted digital channels.
- Personalized buyer journeys at VTS using ChatGPT, Mutiny, Salesforce, and Marketo, optimizing campaign performance and differentiating in a competitive category.

Field Marketing Manager

Augury - New York, NY

04/2022 - 04/2023

- Owned ABM strategy across 4 industrial verticals, driving \$15M in ARR and 51% of total lead generation, with outreach timed on Demandbase intent signals across Outreach and Salesloft. Surpassed MQL and open-opportunity goals by 200%.
- Partnered with AE/SDR pods using Demandbase intent signals to optimize outreach timing and account prioritization across Outreach and Salesloft sequences.

Marketing Associate - Americas

ComplyAdvantage - New York, NY

01/2021 - 03/2022

- Led demand generation for the Americas region targeting global financial firms, driving a 30% increase in qualified inquiries through multi-channel campaigns.

GTM Associate

strongDM - New York, NY

10/2017 - 01/2021

- Employee #6 / Founding Marketing Hire: Partnered with CEO to build GTM foundation from zero, establishing the marketing infrastructure that scaled revenue from \$200K to \$5M+ ARR (acquired by Delinea for ~\$275M).
- Built and supported PLG acquisition motion including 14-day free trial flow, 300+ landing pages, and early paid acquisition channels. Defined targeting criteria, messaging, and channel strategy with no existing playbook.

TECHNICAL PROJECTS & AI DEVELOPMENT

AI Nutrition Tracking Application (2025)

- Built full-stack nutrition tracking app using Claude Code with 4-layer AI prompt logic system for macro estimation accuracy. Demonstrated ability to architect, code, and troubleshoot production technical workflows.

GTM Skills Library (2026)

- Reusable Claude Code skills published to GitHub (e.g., /brief generates enterprise buying-committee briefs on demand), deployed to the full Kizen sales organization.

Signal-Driven Outbound System (2026):

- Clay + n8n build converting NYC permit data into pipeline: webhook ingestion, ICP gating, enrichment waterfall, and CRM/Apollo handoff (Clay AlphaForge).

EDUCATION

Clay AlphaForge - GTM Engineering Cohort 2 (50-person cohort, 1,000+ applicants) - Currently Enrolled
New York University - Graduate Coursework in Integrated Marketing - Fall 2025
Fordham University - Bachelor of Science in Marketing - Awarded 05/2017
