EXECUTIVE ARCHITECTURE BRIEF | DEMAND GENERATION, AI SEARCH & GTM OPS

Building a Modern 4-Person Demand Gen & GTM Ops Engine From Scratch

How I Unify High-Intent Search, 242K-Company Entity Resolution, Signal-Driven Outbound, and CRM Governance to Lift Held Appointments +47% YoY

1 to 4	+47% YoY	242.9K Cos	1.89x Lift
Demand Gen, Data Ops & GTM Ops Team Built	Qualified Inbound Appointments (+ $9M Deal)	BigQuery Entity Crosswalk & 7-Tier Rollup	Signal-Prioritized Outbound Reply Yield

> **The Diagnostic Bottleneck:** Modern B2B buyers split discovery across search, AI answer engines, and dark-funnel channels while legacy GTM teams lose 80%+ of web attribution to Direct Traffic and measure disqualifications on noisy contact rows rather than deduplicated companies. When marketing optimizes for raw MQLs instead of Held Appointments, pipeline velocity stalls and CAC climbs.

1. Full-Funnel Inbound, AI-Era Search Capture & GA4/BigQuery Attribution

- **High-Intent Search & 83.3% Attribution Fix:** Hired as Director of Demand Generation (Reporting to CRO) at a global M&A advisory firm to build the growth function from a team of one to four (Paid Media, Data Ops, GTM Ops, with SEO/AIO expanding in 2027). Overhauled search and landing page CRO (+47% YoY appointments, $9M opportunity sourced) and resolved an 83.3% Direct Traffic blind spot by joining hidden _ga form IDs to BigQuery and automating sequence meeting-link source reassignment.
- **Enterprise Cross-Channel Foundation:** Builds on 6 years as Associate Director, Paid Media at Spinutech directing $60M+ in annual acquisition and scoping 8.4M-row bottoms-up pipeline models across Salesforce (incl. Pardot), HubSpot, and Looker.

2. 242K-Company Entity Resolution & Signal-Driven Outbound Engine

- **Warehouse Entity Crosswalk & 7-Tier Disposition Rule:** Defined the BigQuery entity-resolution key (state_entity_id primary key linking EIN, UEI, license, and root domain across 248,449 contact rows / 242,918 unique companies) and a 7-tier Contact-to-Company Disposition Precedence Rule that cut noisy 22.8% lead-level disqualifications to a 13.0% company baseline (-20% target reduction at $0 software cost).
- **90%+ Placement Gate & 1.89x Signal Cohorts:** Re-architected outbound sequencing ($30/held sit engine cost) with decoupled domain landing pages, a mandatory 90%+ seed-list inbox placement gate, 1-business-day SDR reply SLAs, and signal-prioritized cohorts that generate 1.89x higher reply rates per send (2.15x per lead) than cold exports.

3. Capital-Efficient GTM Governance & Held-Appointment Scoreboard

- **Player-Coach P&L Discipline ($240K+ Reallocated):** Eliminated $144K/year in agency and email OpEx ($12K/month) and reallocated $100K+ in zero-yield programmatic spend while locking department reporting on Completed/Held Appointments across fixed 30-day review and 60-day cohort yield windows.
- **Modular 30/60/90 Team Onboarding (S1-S6):** Authored a 17-module onboarding and delegation curriculum across Shared Foundations (S1-S6), Data Ops (B1-B5), and GTM Ops (J1-J6) that ramped two technical hires in week one and was adopted by corporate training as a company-wide LMS template.

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