

HARSHIL BHIMANI

GTM Engineer | Clay Expert | B2B Outbound Specialist

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PROFESSIONAL SUMMARY

Former startup founder turned GTM engineer and certified Clay creator who discovered Clay while job hunting and mastered it under mentorship from a top advisor. Specializes in building outbound systems that transform B2B businesses with ACV of \$5,000+ into revenue machines, combining product management experience with advanced automation. Expert in installing Clay infrastructure that scales personalized campaigns from day one, eliminating months of manual outreach.

CORE COMPETENCIES

- Go-To-Market (GTM) Strategy & Execution
- Clay Automation & Data Enrichment
- B2B Outbound Campaign Development
- Sales Automation Tools: HeyReach, Smartlead, Saleshandy, Salesforge
- Product Management & Technical Team Leadership
- Artificial Intelligence (AI) Integration

PROFESSIONAL EXPERIENCE

Founder & GTM Engineer | Clay Consultancy

2025 - Present | clayconsultancy.com

- Architect and implement end-to-end outbound systems using modern GTM tools for B2B companies
- Uncover niche-specific data and deliver unique messaging at scale while maintaining high inbox deliverability
- Design personalized campaign infrastructure that eliminates manual outreach inefficiencies

Clay Expert / Creator | Clay

2025 - Present

- Certified Clay creator specializing in advanced automation and data enrichment workflows
- Develop sophisticated Clay infrastructure for scaling B2B outbound campaigns

Certified Expert & Partner | HeyReach, Saleshandy, Salesforge, Sybill

2025 - Present

- Certified expert across multiple sales automation and engagement platforms
- Ambassador for AI-powered sales tools, driving adoption and best practices

Entrepreneur | Stealth Startup

2020 - 2025 | Surrey, BC

- Founded and managed multiple ventures: wearable technology for martial artists (2020), posture-correction wearables for deadlifting (2021-2023), Amazon FBA business (2024), and AI compliance platform (2024)
- Gained comprehensive experience in product development, market validation, and scaling operations

- Developed expertise in identifying market opportunities and executing go-to-market strategies

Project Portfolio Analyst | Westland Insurance Group Ltd.

2022 - 2023

- Managed project portfolios and analyzed business initiatives across multiple departments
- Collaborated with technical and non-technical teams to drive project success

Product Intern | Optigo Networks

2020 | Remote, Vancouver

- Contributed to product development initiatives and gained hands-on experience in product management

EDUCATION

Bachelor of Business Administration (BBA) - Honours

Beedie School of Business, Simon Fraser University | Graduated August 2022

Concentrations: Management Information Systems, Finance, Entrepreneurship

CERTIFICATIONS

- Technical Product Management
- Agile Product Owner Role
- Cohort Artist 13
- Financial Analyst and Investing
- Managing and Working with a Technical Team for Nontechnical Professionals

PROFESSIONAL AFFILIATIONS

- RevGenius - Active Member (2025 - Present)