

KATHLEEN FORSYTH

Clay GTM Engineer • Prospect Research • ABM Sales • Data-Driven GTM Execution

SUMMARY

Clay-focused GTM engineer specializing in data-driven prospect research, ICP development, account scoring, and multi-source buyer identification. Experienced in transforming ambiguous markets into structured datasets using Clay, Apollo, Sales Navigator, and CRM enrichment. Skilled in building repeatable workflows that surface decision-makers, extract signals, and generate prioritized account lists that enable outbound sales teams to break into new markets.

CORE SKILLS

Clay Workflows • Data Enrichment • ICP Modeling • Buyer Mapping • Intent Signal Extraction • Workflow Automation • Multi-Step Research Pipelines • Contact Validation • Apollo • HubSpot • Sales Navigator • CRM Sync • Territory Scoring

EXPERIENCE

Kathleen Forsyth Consulting — Clay GTM Engineering • Prospect Research • ABM Support

2019 – Present

ABC Packaging Direct — Clay GTM Engineer (Contract) (2024–2025)

- Built a Clay-powered research engine identifying high-fit accounts based on capabilities, operational signals, company footprint, and travel radius.
- Designed multi-step Clay workflows for buyer mapping across Operations, Packaging, QA/QC, and Procurement.
- Constructed capability-fit scoring, automated validation steps, and structured outreach sequencing.
- Delivered a repeatable Clay infrastructure unifying research → ABM targeting → field execution.

OrderlyMeds — Clay Research & Outbound Automation (2024–2025)

- Built ICPs and enriched prospect lists using Apollo + Clay.
- Identified decision-makers and partnership signals to support refined targeting.
- Supported multi-channel outbound using Clay-driven AI personalization fields.

Stable Kernel — Software Development Division — Clay-Driven Prospect Research

- Built Clay pipelines identifying IT, digital, and operations leaders.
- Developed AI text fields for personalized outbound messaging.
- Automated event-triggered lead discovery, enrichment, and segmentation.

Stable Kernel — Marketing Division — Campaign Research & Lead Gen

- Identified agency owners and strategists for targeted outreach.
- Supported event-driven appointment setting and lead qualification.

Fleet Store / Roadz — Prospect Research & Outbound Support (2023)

- Identified fleet operations leaders and technical buyers.
- Built structured outreach sequences and secured qualified meetings.

Gorilla Expense — Fractional Director, Channel Sales & Outbound Marketing (2015–2019)

- Generated over \$100k via partner development and outbound campaigns.
- Redesigned pricing and partner models, unlocking an additional \$100k.
- Managed CRM and outbound sequencing.

CRM, Automation & List-Building Projects — Sales Ops Support (2013–2019)

Supported CRM setup, data cleanup, and outbound list creation for various clients.

Ameriprise Financial / Waddell & Reed — Financial Advisor (2007–2011)

- Top revenue producer Year 1; Financial Planner Award; Mercury Award.
- Delivered seminars for women investors and managed outbound acquisition.

Marshal Inc. / NetIQ — Channel Sales Director (2001–2007)

- Expanded reseller network from 3 to 120 and built a 5-person sales team.
- Exceeded quota consistently and contributed to company growth leading to acquisition.

EDUCATION & CERTIFICATIONS

MBA, University of California, Haas School of Business

BA, University of Colorado

Clay AI Certification

TOOLS & PLATFORMS

Clay • Apollo • HubSpot • LinkedIn Sales Navigator • CRM Management • Outbound Campaign Execution • ICP Development • Territory Mapping • Sales Enablement • Reporting & Data QA