

Contact

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(LinkedIn)

Top Skills

Clay
LinkedIn Advertising
LinkedIn Marketing

Languages

English (Native or Bilingual)
Hebrew (Native or Bilingual)

Certifications

Inbound Automation Certification
Google Experts Network

Amit Lavi

Fractional GTM & RevOps Lead | AI-Driven ABM Strategy | Ex-Google & Meta | Clay + HubSpot Fanboy
London, England, United Kingdom

Summary

Serial marketer, mentor, speaker, and advisor. Helping propel ambitious companies to success. With a background managing a 25-employee strong agency and stints at tech giants like Google and Facebook, I bring a wealth of knowledge to the table. I specialize in account-based marketing, media, and overall growth strategies. I have advised countless startups and worked with senior executives ranging from CMOs and VPs of Sales to CEOs.

My Areas of Expertise:

- +Account Based Marketing
- +SAAS Funnel Optimization and onboarding
- +Growth Strategy
- +Marketing Operations with HubSpot
- +Sales Operations with HubSpot
- +Customer Acquisition
- +Demand Generation

Let's Talk.

Experience

Lavi Prime

Chief GTM Officer

January 2024 - Present (1 year 11 months)

London Area, United Kingdom

Helping B2B companies drive growth through GTM engineering, targeted account strategies, Sales-Marketing Alignment and Tech Stack optimization.

What I do:

Plan and run ABM programs tied to pipeline stages, not just engagement metrics

Use Clay to automate buyer signal collection and prioritize outreach based on context

Set up and manage HubSpot to support real go-to-market workflows, not vanity dashboards

Help align sales, marketing, and ops around shared targets and account milestones

Reco

GTM Advisor

September 2025 - Present (3 months)

Qodo (formerly CodiumAI)

Revenue & Marketing HubSpot Operations Advisor

May 2024 - Present (1 year 7 months)

Tel Aviv District, Israel

Orchid Security

GTM Advisor

February 2025 - Present (10 months)

Knostic

GTM Advisor

March 2025 - October 2025 (8 months)

Juno Journey

ABM Lead

January 2024 - August 2025 (1 year 8 months)

Leading and implementing all Account Based Marketing activities including advertising and operations.

env0

Growth Advisor

October 2023 - March 2025 (1 year 6 months)

Tel Aviv-Yafo, Tel Aviv District, Israel

Base - Customer Led Growth

Growth Lead

March 2022 - January 2024 (1 year 11 months)

Israel

Rookout

Marketing Advisor

December 2022 - August 2023 (9 months)

Tel Aviv District, Israel

Marketing Envy

CEO & Partner

March 2014 - June 2022 (8 years 4 months)

Co-founded and led Marketing Envy, a tech marketing agency specializing in B2B Marketing and a Hubspot Diamond Partner.

Reached \$1M+ rev in 2 years while working with amazing clients such as:

Riskified, PlainID, Cyberbit, Aqua Security, Magic Software, Namogoo, Blend Localization...

KeyWee

Advisory Board

August 2013 - 2022 (9 years)

Google Campus TLV

6 years 2 months

Mentor

June 2014 - July 2020 (6 years 2 months)

Tel Aviv

Mentoring startups from multiple accelerators and at different stages on Marketing. Helping startups understand and plan growth

Marketing Strategy - Google Experts

February 2015 - January 2020 (5 years)

Tel Aviv, Israel

Google Experts are a global network of experienced product strategists, designers, developers and marketing professionals actively supporting developers, startups and companies changing the world through web and mobile applications: <https://developers.google.com/experts/people/amit-lavi>

Microsoft for Startups

Mentor

December 2012 - January 2020 (7 years 2 months)

Tel Aviv-Yafo, Tel Aviv, Israel

Helping entrepreneurs to develop an online marketing strategy as part of the accelerator mentor program

Slidely + Promo
Director of Marketing
October 2012 - August 2013 (11 months)
Tel Aviv, Israel

AbaGada Internet LTD.
Social Media Director
June 2010 - October 2012 (2 years 5 months)
Tel Aviv, Israel

Facebook
Online Account Manager
February 2009 - May 2010 (1 year 4 months)
Responsible for large tier advertisers from Israel Market

Management of large Nordic market agencies

Specializing in Social Media advertising and marketing

Google
Account Associate
August 2007 - January 2009 (1 year 6 months)
AdWords Account Associate.

Support, up-selling and account management for the Israeli Market in both English and Hebrew.

Project lead - various cross-sell initiatives of Google Apps and Analytics.

Leading business development projects for the Israeli Online customers.

Initiated several regional projects and process efficiency improvements.

Exclusive Analysis
Freelance political analyst
July 2006 - April 2007 (10 months)
Political Risk Analyst - External Consultant. Country analysis and political risk forecasts on Israel.

Tel Aviv University

Computer Coordinator

October 2004 - August 2005 (11 months)

IT Coordinator for the department of Public Policy department

Telemesser LTD.

IT

July 2003 - October 2004 (1 year 4 months)

Managed all IT infrastructure for the company including real time communication servers and internal network

Education

The London School of Economics and Political Science (LSE)

Master, International relations · (2005 - 2006)

Tel Aviv University

B.A, in Political Science, Political Science, Middle Eastern

History · (2002 - 2005)