

## Siddhant “Sid” Bhansali

GTM & Sales Automation Leader | Founder, TheClayagency | <https://theclayagency.com>

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### SUMMARY

GTM and sales automation specialist who builds signal-driven outbound systems that increase qualified pipeline and reduce GTM busywork for B2B teams and agencies.

Experienced in white-label delivery for other agencies, running multi-channel outbound across 40+ industries including B2B SaaS, recruitment, and engineering services.

Certified Clay Expert and first coach at ClayBootcamp.

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### CORE EXPERTISE

- **GTM & Outbound Strategy:** ICP design, offer positioning, messaging, and channel strategy for B2B sales motions.
  - **Sales Automation & Ops:** End-to-end infra for outbound (domains, warmup, routing, tracking, QA, reporting).
  - **Data & Enrichment:** TAM building, firmographic/technographic enrichment, signal-based targeting, and scoring.
  - **White-Label Delivery:** Backend GTM & ops team for agencies; own execution while partners own client relationships.
  - **Tools:** Clay (advanced), Smartlead/Instantly, HeyReach, LinkedIn Sales Navigator, LGM, n8n, and related outbound stack.
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### PROFESSIONAL EXPERIENCE

#### Founder & GTM / Sales Automation Lead - TheClayagency

*[2023 - Present]*

- Build and manage full outbound infrastructure for BDR/RevOps/sales teams: domains, mailboxes, warmup, deliverability, sequencing, reporting, and performance reviews.
- Design and operate signal-led prospecting systems using Clay, combining multiple data sources, enrichment, triggers, and scoring to prioritize high-intent accounts.

- Work as a white-label backend team for agency owners, delivering all research, enrichment, list-building, outreach flows, and QA while they retain full client ownership.
- Architect and maintain Clay workspaces and workbooks, including complex formulas, deduplication logic, delay tables, multi-source merges, and campaign-ready outputs.
- Run campaigns across 40+ industries, including B2B SaaS, recruitment, professional services, engineering services, and event production.
- Backend GTM and CRM enrichment engine for 5+ US enterprise clients.
- Ongoing support for multiple GTM/sales agencies to deliver “done-for-you” Clay automation and outbound projects for their end clients.

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## SELECTED CLIENT & PROJECT HIGHLIGHTS

- **Dassault Systèmes (3DS) - Startup & Accelerator GTM Engine**
  - Clay-based lead generation engine for Dassault Systèmes’ 3D design/engineering software, focused on startups and accelerator programs.
  - Built an automatic system to identify and qualify engineering-focused startups, accelerators, and incubators across Europe.
  - Defined ICPs, targeting logic, and data signals to consistently surface high-fit accounts and key decision-makers.
- **TeamUP Tech (Engineering Services Talent Solutions)**
  - Led GTM strategy, positioning, and outbound programs to help complex engineering services companies win new projects.
  - Developed case-study driven landing pages, ROI narratives, and ICP definitions for technical buyers (engineering leaders, program managers, founders).
- **GoGather (Corporate events / national sales meetings)**
  - Conducted deep company and event research to define ICPs such as “Industrial & Manufacturing Enterprises with National Sales Meetings.”
  - Created Clay workflows to identify and qualify prospects based on event behavior, company characteristics, and buying triggers.
- **ServicePower (Telecom & Field Service)**

- Worked on GTM concepts layering their different industry verticals on top of existing field service management tools.
- Used Clay-based TAM building and segmentation for telecom and field service accounts to support outbound validation.
- **Robertson Bell (UK finance & recruitment)**
  - Re-engineered outbound and inbox management workflows for UK finance recruitment.
  - Implemented structured inbox management, do-not-contact handling, improved deliverability, and cleaner reporting.
- **Cariloop - Employee Benefits & Care Coaching**
  - Worked on GTM support for Cariloop, an employee benefits and care-coaching platform (B2B).
  - Mapped ICPs around employers that prioritize employee well-being and caregiving support.
  - Built structured prospect lists and messaging angles for HR / benefits decision-makers.
- **SCS Cloud - Cloud Consulting & Management Software**
  - Built an initial dataset and outreach concepts for SCS Cloud's consulting/management software offering.
  - Targeted businesses using or evaluating cloud ERP/CRM stacks.
  - Designed Clay workflows to continuously surface new, high-fit accounts.

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## CERTIFICATIONS & COMMUNITY

- **Certified Clay Expert (part of first 40 in the world)**
- **First Coach at ClayBootcamp** - coaching agency owners and operators on Clay, GTM systems, and sales automation.
- Regular collaborator and contributor in GTM / outbound communities (e.g., Clay Café, RevGenius, ClayBootcamp ecosystem).

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## EDUCATION

- MBA; Indian School of Business

- B.Sc. Computer Engineering; University of Illinois: Urbana-Champaign
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#### **ADDITIONAL DETAILS**

- Comfortable working as a fully white-label backend team or as a visible strategic partner facing end-clients.
- Used to working with US/UK/EU agencies and clients with overlapping morning/evening schedules.