

Kushagra Tiwari

GTM Engineer

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SUMMARY

I help B2B companies engineer their GTM motion so they can scale revenue faster with less overhead. Most of my work combines Clay, outbound automation, and custom data frameworks to turn scattered signals into clear, actionable plays.

Top 4 finalist at the inaugural Clay World Cup in San Francisco, representing India. All 4 Clay certifications. Previously the founding product manager at SpotDraft, where I spent 4+ years building a contract management platform from the ground up.

EXPERIENCE

Principal GTM Engineer · Starbridge

Jan 2026 – Present

Remote (US)

- Built the core outbound engine leveraging first-party data from Starbridge's product for signal-driven outreach to prospects.
- Built an automated contact export pipeline using Claude Code and Apollo, extracting 403,000+ verified contacts while managing API rate limits and pagination at scale.
- Develop automation using Clay, Claude Code, and custom scripts to replace manual outbound processes at scale.

GTM Engineering Coach · Clay Bootcamp

Apr 2025 – Present

Remote

- Deliver 1:1 training and mentorship to GTM professionals and agency operators through a 10-week accelerator program.
- Teach advanced automation, AI-driven workflows, and outbound system design using the modern GTM stack.

Clay Creator & Chapter Host (Bangalore) · Clay

Mar 2025 – Present

Bengaluru, India

- Organize and host Clay community events in India, including the Mumbai chapter launch (45 attendees, 3 speakers).
- Top 4 finalist at the first-ever Clay World Cup in San Francisco. Presented a live workflow converting LinkedIn engagement signals into sales pipeline.
- Active contributor in Clay's global community, supporting hundreds of users with workflow design and troubleshooting.

Co-Founder · RevenueGenie

Aug 2024 – Jan 2026

Bengaluru, India

- Built and ran a GTM automation agency serving 25+ B2B SaaS clients across outbound, inbound-led outbound, lead qualification and scoring, CRM enrichment, and TAM building.
- Achieved 146% of outbound target for a client within the first month and 6.4% response rates on cold outreach campaigns, well above industry benchmarks.

- Developed an automated startup directory running on Clay, AirOps, and Webflow with fully autonomous tracking using RSS feeds and AI enrichment.
- Built and deployed a custom MCP server using Serper and Claude to identify business leads and push enriched data directly into Clay.
- Served clients across the US and India, including certified Clay experts, pre-seed startups, and enterprise sales teams.

AI Product Consultant · Aistra Labs

Apr 2024 – Aug 2024

Bengaluru, India (Remote)

- Led 0-to-1 product development of 2 AI products for the legal industry, from market research through launch.
- Defined pricing strategy and go-to-market plans incorporating emerging LLM capabilities.

Senior Product Manager · SpotDraft

Apr 2022 – Jul 2023

Bengaluru, India

- Led a team of 7 engineers, 2 QA, and 1 designer building contract review and collaboration tools.
- Launched a GPT-powered app that reduced contract review time by 40%.
- Increased ARR by 12% across 4 customers by shipping an e-signing feature.

Founding Product Manager · SpotDraft

Sep 2019 – Apr 2022

Bengaluru, India

- First product hire at an early-stage contract lifecycle management startup. Helped build the core platform from scratch.
- Conducted user research across 90+ businesses and grew in-app engagement by 64% through a Slack integration.
- Reduced customer onboarding time by 50% by redesigning the document templating experience.

Legal · SpotDraft

Sep 2018 – Sep 2019

Gurgaon, India

- Provided legal expertise supporting early product development and customer contract workflows at a legal-tech startup.

SKILLS & TOOLS

AI & LLMs	Claude, Claude Code, OpenAI, Google AI Studio, prompt engineering, MCP server development
GTM Stack	Clay, Claygent, Apollo, Smartlead, Instantly, Lemlist, HeyReach, Apify, RapidAPI, Crunchbase, Serper.dev, Exa.ai
CRM & Data	Salesforce, HubSpot, Supabase, AirOps, Slack API, Trigger.dev, Parallel
Building	Lovable, Vercel, Webflow, Firebase
Product	Product strategy, user research, roadmapping, go-to-market planning, B2B SaaS

CERTIFICATIONS

Clay Certified | Automated Outbound, Automated Inbound, CRM Enrichment, AI Skills (all 4 certifications)

Reforge | Growth Series

EDUCATION

B.A. Political Science; LL.B (Hons: Corporate Law & IP Rights)

Hidayatullah National Law University, Raipur