

Vithusan Balendran

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SUMMARY

GTM Engineer and Clay-certified expert with 1,500+ hours building end-to-end outbound GTM systems and revenue infrastructure for B2B sales teams. Skilled in Clay-powered enrichment workflows, SQL-based data warehouses and LLMs to design scalable pipeline generation systems that support complex sales motions. Background in sales (setter → closer), copywriting and marketing strategy.

EXPERIENCE

Fractional GTM Engineer - GTM Labs

Jan 2026 – Present

Toronto, Ontario, Canada (Remote)

GTM strategy, ICP segmentation, and data engineering consulting for a B2B revenue team:

- Built ICP segmentation and account prioritization workflows in Clay across 3+ ICP segments, translating targeting strategy into structured lead qualification systems that improved account scoring and reduced time spent on unqualified outreach.
- Engineered a cross-CRM data pipeline using BigQuery, Google Apps Script and Claude Code to cross-reference LinkedIn-sourced leads against HubSpot and Salesforce records, surfacing CRM overlap signals that directly informed account selection and targeting logic.

GTM Engineer - Rillation Revenue

June 2025 – Present

Chicago, Illinois, USA (Remote)

Outbound GTM systems, data enrichment and signal infrastructure at scale, and campaign execution for B2B revenue operations:

- Partnered with sales, operations and growth leadership to diagnose funnel bottlenecks and define ICP targeting criteria → insights directly shaped GTM segmentation logic across 30+ marketing campaigns in various industries such as SaaS, eCommerce and Renewable Energy.
- Built ICP segmentation and account prioritization systems using Clay and 20+ data providers, automating 1M+ lead enrichments to surface high-signal accounts and translate vertical strategy into qualified pipeline.
- Designed and maintained a 13M+ lead PostgreSQL data warehouse with SQL-based normalization and API-driven deduplication pipelines, serving as GTM data infrastructure that powered account selection, internal dashboards and outbound execution across 30+ campaigns.
- Architected scalable outbound motions across 30+ ICP segments using Smartlead, Bison, and LLM-driven tooling, building repeatable systems for sequencing and engagement logic that averaged 3–5 meetings booked per day.

EDUCATION

Ahuntsic College

DEC, Electrical Engineering Technology: Automation & Controls
Montreal, Quebec, Canada

Graduating June 2026

CERTIFICATIONS

Outbound Automation Certification - Clay, Oct 2025 · [Credly](#)

SKILLS & TOOLS

- **Enrichment:** Clay, Apollo, Prospeo, RB2B and 20+ data providers
- **Outbound:** Smartlead, Instantly, Bison
- **Data & Databases:** PostgreSQL, BigQuery, Supabase, SQL, Data Pipelines, ETLs
- **Engineering & Automation:** Python, Google Apps Script, Make, APIs, LLMs, Botpress
- **CRM & Infrastructure:** Salesforce, HubSpot, Pipedrive, SaaS GTM, Pipedrive, Google Workspace
- **AI & Dev Tools:** Cursor, Claude Code, Claude API
- **Languages:** English (Fluent), French (Fluent), Tamil