

SREE NAIR

Senior Demand Generation Manager | AI-Native GTM Systems · Signal-Based ABM Intelligence · Clay + Claude Code · Pipeline Growth
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AI-native GTM systems designer who builds full signal-based demand intelligence engines using Clay and Claude Code — dynamic ICP architecture, six-layer buying signal detection, signal-based account tiering, buying team mapping, ABM content creation, outreach strategy generation, and outbound sequence development. Clay AI Skills Cohort Graduate. Proven demand generation foundation: drove MQA 2.5%→34% and \$3.7M+ ARR building intent-signal-driven systems from greenfield at Connection Inc (\$2.8B, NASDAQ: CNXN).

AI-Native GTM Systems Designer · Signal-Based ABM Intelligence Engine · Clay + Claude Code · MQA 2.5%→34% | \$3.7M+ ARR

Builds signal-based ABM intelligence engines using Clay and Claude Code. Proven demand generation foundation built from greenfield at Connection Inc across AI Solutions, Digital Workspace, Multi-Cloud, and Security practice areas.

CORE COMPETENCIES

GTM & ABM	Signal-Based ABM Intelligence Design · Dynamic ICP Architecture · Buying Window Prediction · Account Tiering & Scoring · Inbound Signal Architecture · ABM Messaging Framework & Content Strategy · Paid Media Strategy	Outbound System Design · Buying Team Mapping · Outreach Angle Generation · Personalized Sequence Development · Outbound Activation · Pipeline Attribution · Conversion Prediction
DEMAND GEN	Pipeline-Sourced Demand Generation · Lead Scoring & MQL/MQA Qualification · Nurture & Lifecycle Programs · Conversion Optimization · MAP & CRM Ownership	Revenue Reporting · Webinar & Event Pipeline Programs · Cross-Functional Campaign Orchestration
PMM	Messaging & Positioning Strategy · Buyer Journey Content Architecture · Persona Narrative Development · First-Party Intent Signal Content	Thought Leadership Strategy · Pragmatic Institute & Challenger Frameworks · Category Positioning
MARTECH STACK	Marketo · HubSpot · Salesforce · Demandbase · Enlyft · 6sense · TechTarget's Priority Engine · ZoomInfo ·	Power BI · Google Analytics · Asana · Workfront
AI FLUENCY	Claude (daily AI execution) · Claude Code (ICP tiering · ABM landing pages · outbound systems) · Clay (marketing intelligence & orchestration) · Notion · Keyplay · Wynter	Building CRM & outreach integrations · Apollo · Smartleads · Factors.ai · Warmly · HubSpot Sequences · Make · Gong
CERTIFICATIONS	Clay AI Skills Cohort Graduate	Forrester B2B Marketing · Demandbase ABM GTM · Pragmatic Institute PMM · Challenger Sales & Marketing

WORK EXPERIENCE

GTM Strategy Consultant

Dec 2014 – Present

Prajna GTM-Self-employed

- Built a dynamic ICP system in Clay using layered firmographic and technographic signals combined with Claude Code scoring logic to predict buying window opening with greater accuracy.
- Built a signal-based ABM intelligence layer using Clay + Claude Code — signal-based account tiering, first/second/third-party inbound signal architecture, buying team mapping, messaging framework, ABM content direction, and outreach strategy generation; the full intelligence layer delivers the output of a dedicated ABM team at a fraction of the cost.
- Designed a full outbound system in Clay + Claude Code — ICP identification, signal-based account scoring, buying team mapping, outreach angle generation, and personalized sequence development; tools selected based on specific activation needs.
- **Graduated from Clay's AI Skills Cohort (April 2026)** — one of ~35 practitioners selected at 19% acceptance rate; cohort curriculum covered advanced Clay architecture, data hygiene, Claude Code, and Notion integrations.

Marketing Campaign Manager (GTM Strategy, ABM & Demand Gen Lead)

Feb 2023 – Sep 2025

Connection Inc

Connection Inc — \$2.8B publicly traded IT solutions and managed services provider (NASDAQ: CNXN) | Microsoft Solutions Partner

GTM Scope: Owned demand generation and ABM motion across AI Solutions, Digital Workspace, Multi-Cloud, and Security — built the intent signal architecture, account scoring, and pipeline system that the current Clay + Claude Code engine is based on.

- Built the AI Solutions demand generation system — stacked third-party intent (Enlyft, TechTarget Priority Engine) with first-party engagement data for tiered account activation, driving MQA 2.5% to 34%, \$4M+ pipeline, and \$3.7M+ ARR in year one.

- Managed paid media agency partners across LinkedIn Ads, display, and intent-based channels — briefing, challenging, and holding partners accountable to pipeline performance metrics; maintained list hygiene and contact segmentation across both business units.
- Owned LinkedIn content strategy and executive thought leadership — built content calendar, wrote conversion-oriented posts, and designed a content motion driving inbound pipeline from target accounts. Increased audience engagement 300%+.
- ▶ **Marketing Excellence Award 2024** — AI at Work GTM campaign design and execution velocity.

Technical Marketing Manager (Solutions GTM, PMM & ABM)

Nov 2021 – Feb 2023

Connection Inc

GTM Scope: Built account-based GTM frameworks combining PMM and demand generation across Connection's solutions practice — Digital Workspace, AI, Global Supply Chain, Microsoft Solutions

- Co-owned a \$1M+ Microsoft MDF AI solutions campaign — integrated TechTarget Priority Engine intent data into Marketo for trigger-based activation; drove Microsoft to double their Enlyft investment and \$2M+ average quarterly pipeline.
- Built lead qualification architecture from scratch: redesigned scoring model aligned to ICP criteria, increased lead-to-MQA conversion from 3% to 28%.
- Co-owned positioning and messaging with Product Marketing leadership; owned cross-functional execution across Sales, SDRs, marketing ops, and channel owners.
- ▶ **Marketing Excellence Award 2023** — lead scoring and attribution model design.

Dec 2018 – Dec 2021

Microsoft Product/Partner Marketing Specialist (PMM & GTM Execution)

Connection Inc

- Built buying-team-focused content strategy that increased blog traffic 8,550% YoY — SEO-driven, persona-mapped content designed as a GTM demand channel, not a brand exercise.
- Implemented account-based targeting strategies rooted in ICP and persona insight — increased MQL generation from 5% to 23%.
- ▶ **Microsoft Teams Excellence Award** — newsletter and blog content performance.

Nov 2015 – Nov 2018

Product Marketing Coordinator (Content Strategy & Sales Enablement)

Connection Inc

- Built Connection's Microsoft COE content system as a sales enablement tool — a weekly newsletter used by 200+ reps to build credibility, stay current in the Microsoft ecosystem, and accelerate upsell and cross-sell conversations. Grew readership 250%+ YoY with 80%+ open rates.
- Extended the newsletter into a full blog practice for long-form topics — built the editorial framework, ghost-wrote articles, and developed an interview-to-content system that converted solution architects' technical expertise into buyer-facing pieces.

Jan 2009 – Dec 2014

Early Career — Sales & Marketing

Reckitt · Coca-Cola · Dealgun.com · Chrysalis Communications

- Strategic sales and marketing roles across FMCG, e-commerce, and advertising. At Dealgun.com — a founder-led e-commerce startup — ran the full commercial function as the sole GTM operator: ICP, outbound, content, CRM management, and pipeline with a three-person team and no existing infrastructure. Foundation in buyer behavior, commercial performance, and revenue-focused execution across early-stage and established companies.

EDUCATION

Clay AI Skills Cohort — Graduate · Clay.com · April 2026 · Accepted at 19% rate — advanced Clay architecture, data hygiene, Claude + Notion integrations

MBA, Marketing · Institute for Technology & Management, Bangalore

BS, Electronics & Computer Hardware · College of Applied Sciences, Kottayam