ANURAG GAUTAM

GTM systems · AI-native RevOps · Marketing, AEO & GEO · Builder

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When go-to-market feels like a headless chicken, I give founders **one vision** (who to sell to, what to say, where to show up) and then **build the machine that runs it. 6+ years** in go-to-market: I'm **Founding GTM Lead at VideoDB**, and I've founded two agencies and co-founded a funded startup. I don't wait on tools or engineers: I build my own CRMs, research agents, automations and scheduled jobs on the **Claude API, Claude Code and Codex**, using on-demand APIs like **Exa and Parallel**, at close to zero cost per lead. I make companies the answer AI assistants give (**AEO/GEO**), and I'm at home in front of a camera.

45–50	**500+**	**$7M+**	**$2M · ~$4M**
companies whose GTM & outbound systems I built	qualified meetings booked for clients	revenue generated for clients	raised at Suggaa · app sold

THE GTM SYSTEM I BUILD

signal to closed deal, one connected loop

01	02	03	04	05	06
Signals	**Research**	**Enrich**	**Score**	**Reach**	**Run**
Hiring, funding, launches, job changes, site visits, product sign-ups and usage, watched on a schedule.	Agents read the web per account on Exa and Parallel: news, stack, people, pains.	Waterfall enrichment, verification, dedup and associations, written back to the CRM.	ICP fit × intent × timing. LLM-graded, with reasons a rep can read.	AI-personalised sequences across email and LinkedIn, with deliverability looked after.	CRM hygiene, deal-risk flags, meeting prep, follow-ups, closer hand-offs, forecast.

How it's run: agents on the Claude API with MCP connections into the CRM, search and Slack; cron schedules and webhooks instead of no-code glue; humans in the loop where judgement matters. **Cost:** pay-per-call APIs instead of seat licences, filtering before enriching, small models for bulk work and frontier models for judgement, and caching everything.

EXPERIENCE

VideoDB

Jul 2026 – Present

Founding GTM Lead · AI video infrastructure for developers

- The first GTM hire. I own the whole funnel (outbound, inbound and product sign-ups) and the systems underneath it.
- I work hand in hand with marketing and help lead it: positioning, campaigns and what goes out.
- I own product experience and PLG: the path from sign-up to activation to paid.

The Pipeline Lab

2024 – Aug 2026

Founder · GTM & outbound systems agency

- Built GTM and outbound systems for **45–50 companies**, mostly SaaS and services, and helped them win customers outside India.
- Booked **500+ qualified meetings** and helped clients generate **$7M+ in revenue**.
- Ran each engine end to end: ICP and list building, enrichment in Clay, copy, and sequencing on Instantly, Smartlead, Lemlist and Outreach.
- Moved the automations from n8n, Zapier and Make to my own triggers, schedules and research agents on the Claude API. That made them faster to change and cheaper to run.
- Managed inbound and outbound leads through to the closers. I also designed the company website.

Zecway

2024 – Aug 2026

Founder · Marketing agency

- Built a "marketing brain" for client companies: one strategy, inbound acquisition channels and content distribution systems.
- Automated content production (graphics, video and copy), so one plan could ship across every channel. I also designed the company website.

EXPERIENCE, CONTINUED

Suggaa

2020 – 2024

Co-founder · CMO & design lead · Ride-hailing

- Raised **$2M**. Sold the application for **~$4M**, and sold the software to large fleet operators in the US and UAE.
- Built the design team and the design system from scratch, and designed the rider app, the driver app and the website.
- As CMO, launched the product and led marketing campaigns and events.

Earlier

Founder, my first marketing agency · I ran it for about a year

Self-taught · I left Computer Science at BIT Sindri to learn by building the things that matter most to me

WHAT I BUILD AND RUN

Agentic GTM & harnesses

- Seller agents for account research, meeting prep, call follow-ups and CRM updates.
- Agent harnesses on the Claude API, Claude Code and Codex, with tools, memory per account, MCP servers and evals.
- Scheduled tasks, crons, webhooks and in-house software, vibe-coded and shipped in days.

Research, enrichment & outbound

- Web research on **Exa** and **Parallel** (search, extraction, deep-research tasks), plus Clay for waterfall enrichment.
- Signal-based target lists and ICP scoring that explains itself.
- AI-personalised outbound at volume: sequencing, domain and inbox setup, and deliverability.

Marketing strategy & positioning

- Help founders see their marketing as one plan, not scattered tactics: ICP, message, channels and sequence.
- Position complex, cutting-edge technology so buyers understand it fast.
- High-converting websites, landing pages and PLG flows, designed myself.

Content, launches & DevRel

- Comfortable on camera: videos, talks and founder-style content.
- Automated content creation: graphics, AI video, motion graphics and copy pipelines.
- Launches and DevRel: what ships, where and when, plus docs written for developers and their agents.

RevOps & CRM

- HubSpot experience. I prefer custom CRMs built in **3–4 days**, shaped to the sales process instead of the other way round.
- Data hygiene: enrichment, dedup, associations, routing and lifecycle stages.
- AI RevOps: deal-health and risk flags, pipeline reviews and forecasts that update themselves.

Cost-optimised by design

- Frontier tools on demand, paid per call instead of per seat, with no stack of SaaS subscriptions.
- Filter before enriching, so I only pay for accounts that qualify.
- Small, cheap models for bulk work and frontier models for judgement, with caching and batching.

AEO & GEO: winning AI search

- Make the company the answer ChatGPT, Claude, Perplexity and Google's AI give when buyers ask.
- Answer-first content, schema and llms.txt, and citations where AI looks (Reddit, YouTube, G2), all tracked.
- **Proof:** anuraggautam.com, which I built myself with llms.txt, markdown pages and structured data.

What a founder gets: one GTM vision the team works to, and the systems, content and pipeline to run it. Built fast, owned in-house, cheap to operate.

STACK

AI & agents
Claude API, Claude Code, Codex, MCP

Web research
Exa, Parallel, Clay (Claygent)

CRM
HubSpot, custom-built CRMs

Outbound
Instantly, Smartlead, Lemlist, Outreach

Automation
Code: cron, webhooks, triggers · n8n, Zapier, Make

AI search
llms.txt, schema, markdown copies, AI-citation tracking

Product & PLG
Sign-up flows, onboarding, activation

Content & design
AI image & video, motion graphics, product design