

# ASLAM C K

GTM Engineer | Outbound Systems | GTM Strategy & Motion Design | AI-Native GTM Engineering

Kozhikode, India · Remote

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## SUMMARY

GTM Engineer focused on outbound systems, working across GTM strategy, motion design, systems engineering, automation and AI-native workflows. I work backwards from the commercial objective, identify the constraint, and build the GTM motion and system needed to solve it. Experience spans ICP and TAM design, buyer research, signal design, qualification, prospecting, enrichment, agentic research, personalized outreach and human-in-the-loop systems.

## EXPERIENCE

### GTM Engineer | Gramarhein FoodTech LLP

Jun 2025 – Aug 2026 · Remote

Owned GTM systems and execution for two food export brands targeting importer-distributors across international markets.

- Designed and operated an outbound system across **32 countries**, translating commercial objectives into ICP, TAM, qualification, prospecting, research and outreach workflows.
- Sourced **322 importer-distributors**, scored 230 against a codified ICP, verified 155 against import-capability criteria, and advanced 41 into outreach **within two weeks of the system going live**.
- Built an **8-agent AI-native outbound system** covering signal detection, lead discovery, qualification, company research, contact discovery, contact research, personalized prospectus generation and outreach preparation, with human checkpoints where judgment mattered.
- Built alternative sourcing methods when conventional B2B databases lacked coverage, using trade sources, registries, directories and web research, including **81 prospects discovered through competitor distributor-network research**.
- Built qualification, contact-research and enrichment workflows covering **159 decision-makers**, with a Clay → Apollo waterfall producing 66 verified emails and company-level fallback when contact data could not be verified.
- Identified brand trust as a constraint in the outbound motion and built an AI-assisted content system that turned product information and brand rules into consistent visual assets supporting the credibility layer behind outbound.
- Owned market-entry positioning, distributor targeting, deliverability and persona-specific outbound messaging alongside the GTM systems.

### Freelance GTM Engineer | GTM Strategy, Motion Design & Systems

Aug 2026 – Present · Remote

Worked with B2B companies to translate commercial constraints into focused outbound motions and executable GTM systems.

- Narrowed broad service portfolios into focused beachhead opportunities based on commercial objectives, delivery capacity, available talent and resource constraints, then defined the ICP, buyer profile and targeting approach.
- Designed outbound motions around **why a company might need the service now**, using hiring activity, headcount growth and topic intent rather than relying only on firmographic matching.
- Built prospecting, qualification and enrichment workflows for **TalentTech and SACMIA**, including a language-assessment motion driven by hiring signals and an ERP motion focused on companies showing active ERP demand.

## SELECTED GTM SYSTEMS

### Partner Intelligence Engine | Multi-Tenant GTM Intelligence & Outbound Platform

- Designed a multi-tenant GTM system for prospect discovery, qualification, company and contact research, personalization and outbound preparation.
- Structured specialized AI agents around defined inputs, outputs, handoffs, qualification gates, persistent state and human-in-the-loop controls.
- Combined **Claude Code, GitHub, Clay, Apollo, Bright Data, Supabase, MCP and web research** according to workflow requirements rather than relying on a single data provider.

### GTM TAM & Enrichment Assessment | SalesCaptain

- Designed a TAM and enrichment architecture for a U.S. beauty and wellness ICP targeting single-location businesses with 5–50 employees and a target of **90K phone numbers**.
- Evaluated **Openmart, Apollo and Clay** for coverage, segmentation, deduplication, enrichment and phone availability, then designed the sourcing and enrichment sequence around coverage and provider economics.

### Content Production System | AI-Native Content & Trust Infrastructure

- Built a structured content-production system connecting ICP, content themes, brand rules, creative direction, visual generation and validation into a repeatable workflow.
- Designed the system to support consistent positioning, professional credibility and a trust layer behind outbound while maintaining brand constraints.

## SKILLS

**GTM Strategy:** ICP Definition · TAM Mapping · Buyer Persona Research · Segmentation · GTM Motion Design · Signal Design · Qualification & Scoring

**GTM Systems:** Outbound Systems · Workflow Design · GTM Automation · Agentic Workflows · Enrichment · Routing & Orchestration · CRM Workflows · Human-in-the-Loop Systems

**GTM Intelligence:** Prospecting · Account Research · Data Sourcing · Data Enrichment · Web Research · Competitive Intelligence · Web Scraping · Claygent

**Tools:** Clay · Apollo · Openmart · Bright Data · Claude Code · MCP · Supabase/PostgreSQL · GitHub · HubSpot · Gemini · APIs · Webhooks · Cloudflare

## CERTIFICATIONS

**Clay Outbound Orchestration Foundation, Cohort 1** · Clay · 2026

**Sales & CRM Overview / Lead Management in Salesforce** · Salesforce / Pathstream · 2025

**Entrepreneurship** · IIT Madras, NPTEL · 2024

## EDUCATION

**B.Tech, Mechanical Engineering** · Rajiv Gandhi Institute of Technology, Kottayam · 2025