

AMIR BALDIGA

GTM Engineer | RevOps · Marketing Operations · AI Agents

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GTM Engineer and Marketing expert with 8+ years inside B2B revenue teams, now building the systems that run them. I architect and ship pipeline infrastructure end to end: data enrichment, lead routing, CRM and lifecycle automation, outbound sequencing, and AI agents that replace manual RevOps work. Delivered high ROI on B2B lead generation, CAC reduction, and revenue-generating business partnerships.

GTM ENGINEERING STACK

- **Automation & Build:** Python, SQL, REST APIs, MCP servers, n8n / Make, Supabase, TypeScript, Vercel, Clay / Apollo / ZI, Git, LLM & agent orchestration (Claude, DeepSeek, OpenAI, Langchain, SDKs)
- **Data & Enrichment:** LinkedIn data APIs, web scraping pipelines (crawlers), waterfall enrichment, ICP definition, intent & buying signals, leads list building
- **Outbound & Lifecycle:** Multi-channel sequencing, domain provisioning & deliverability, HeyReach, Appify, lead scoring & routing, nurture flows, GDPR-compliant outbound, Automated personalized emails
- **RevOps & Analytics:** CRM architecture & hygiene, funnel and attribution reporting, BI dashboards, CRO, ABM & paid media ops

SELECTED BUILDS

- **Zooq.dev** - LinkedIn data API for AI agent developers: 49 endpoints, flat per-call pricing, native MCP server. Built the scraping stack with tiered fallback architecture and ran the full US go-to-market, 3 days from idea to paying users.
- **LinkedIn Outbound Orchestrator** - Agent-driven outbound running the "ABM" of a full SDR team, sending hundreds of LinkedIn connections and messages a day, hyper-personalized messaging connecting sender to each message receiver hitting 28% response-rate from decision makers.
- **Calldit** - Pipeline accelerator using VapiAI for cold outreach on phone to ICP using AI voice agent driving new interest in "closed lost" leads. Bringing back 6% of closed lost deals to the table.
- **Milla** - Self-hosted AI agent infrastructure (Vultr, Supabase, Tailscale, DeepSeek) running research, enrichment and content automation end to end managing community DB to connect members in VP (and up) marketing experts (like Tinder for business networking).
- **AI Social Media Influencer** - Designed, Orchestrated and shipped a fully automated, self-improving, social media content machine. Built an AI avatar, creating images, b-rolls, TTS, editing using Hyperframes and Remotion. Generated 400+ visitors a month to my tools and blog

WORK EXPERIENCE

GTM & Digital Marketing Lead | GNS & CaaB - Global B2B Cloud Provider (IaaS for MSPs and IT in Businesses) 2025 – Present

- Built custom SEO/GEO, BI and automation tooling that replaced manual marketing operations across Israel, North America and EMEA.
- Own outbound GTM research and market entry for the European MSP ecosystem across six regions, including compliance-cleared cold email and cold calling motions.
- Drove AI adoption across marketing, brand and BI workflows, and forged B2B2B partnerships through community and on-ground networking.

Marketing Consultant & Community Manager | Freelance / Movilim (IAF Flight School Veterans) Oct 2023 – 2025

- Grew 3 professional communities to 46,000+ members; lifted engagement 15% and newsletter open rate 35% through automated content, event and newsletter operations.
- Led and mentored a 4-person GTM team supporting SMBs in the Gaza-border region, coordinating cross-functional execution across content, events and paid.

Head of Marketing | Getting Reach LTD 2021 – 2023

- Led an 8-person marketing and CX team on a \$100K/month budget; delivered **59x ROI on B2B lead generation over 12 months** and cut CAC by 23%.
- Designed onboarding and retention programs that extended customer LTV beyond 12 months with recurring upsell, and forged B2B co-marketing partnerships establishing a steady B2B2B revenue stream.

GTM Manager, Israeli Market | Roomate (acquired by strategic partner) 2020 – 2021

- Directed acquisition funnels generating 8,000+ registrations in month one at 15%+ conversion rate; Recruited and led a 2-person team aligned with sales and product.

PPC & Organic Social Manager | LaserWar 2018 – 2020

- Ran end-to-end paid and organic programs - campaign planning, audience segmentation and funnel, growing the client base by 25%.

MILITARY SERVICE

Head of AI Agents & Automations, Reserves | Israel Defense Forces 2026 – Present

- Define and build AI agent solutions that improve operational efficiency, productivity and managerial capability at unit level. For example: Reserved personal assignment management system, Promotional and Operational new and redesigned website.

Air Traffic Controller, Staff Sergeant (decorated) | Israeli Air Force 2015 – 2018

- Founded an internal innovation hub serving 4,000+ personnel; piloted and scaled process-improvement initiatives adopted across multiple units. Trained and commanded advanced Air Traffic Controllers course cadets.

EDUCATION

B.A. Business - Peres Academic Center, 2026 · **High-Tech Marketing** - JOLT, 2019 · **Organizational Innovation** - IDF, 2016

Languages: Hebrew (native), English (fluent)