

GLEAN | 90-DAY GTM ARCHITECTURE ROADMAP

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OBJECTIVE

Serve as the technical backbone of the GTM org. Shift the focus from manual data enrichment to a code-governed engine leveraging **Clay, n8n, and Glean Agents**.

PHASE 1: THE CLAY FOUNDATION (DAYS 1-30)

- **Data Audit:** Diagnose current data/enrichment gaps. Map internal "Information Friction" points within the RevOps tech stack (Salesforce, Apollo, Gong).
- **Clay Ownership:** Centralize data enrichment loops within Clay. Build the first set of outbound signals targeting "Dark Social" and funding triggers.
- **Glean Integration:** Operationalize Glean-on-Glean agents to automate the research phase for the SDR layer.
- **KPI:** Reduce manual data enrichment time by 50% for core segments.

PHASE 2: AI-FIRST WORKFLOWS (DAYS 31-60)

- **n8n Orchestration:** Connect Clay signal data to automated n8n workflows for multi-channel personalized outreach (LinkedIn + Email).
- **Signal Refinery:** Deploy keyword monitoring for technical communities to feed problem-aware leads directly into the SDR pipeline.
- **GTM Experiments:** Launch three high-velocity experiments targeting Series A/B Cyber firms using the "Reddit Air Strike" playbook.
- **KPI:** Deliver 15+ "Sales-Ready" SQLs via automated AI qualification.

PHASE 3: SCALING THE ARCHITECTURE (DAYS 61-90)

- **Field Enablement:** Expand automated workflows into field sales and marketing to eliminate duplicate manual entry and "Cold" prospecting.
- **Architecture Briefing:** Create the real-time GTM Engineering Dashboard for executive visibility into pipeline velocity and signal efficiency.
- **Permanent Home:** Hard-code the proven playbooks into the GTM engine to ensure sub-5-day ramp time for new hires.
- **KPI:** Achieve 160% increase in validated pipeline velocity.

THE PROOF

- **Clay Expert:** 2+ years of complex workflow orchestration.
- **GTM Engineer:** 88,000+ lines of revenue-focused code deployed.
- **ROI:** \$424K in labor savings generated in previous Series A builds.

"GTM is an information architecture problem. I build the engine that solves it."