Go To Market Engineer Case Study

Cortex Go To Market Engineer Mandate:

Be the directly responsible individual (DRI) for pipeline growth and health. Increasing pipeline, improving pipeline quality, ensuring late stage ARR growth through early funnel optimizations.

Instructions:

Take the below background details + your own research and decide on what your first "project" would be as the GTM Engineer. It can be anything that you think drives value: messaging tests, scoring models, you physically prospecting, sky's the limit.

Prepare a 20 minute presentation broken into three parts + a Q&A.

Part 1: Research/Preparation
Outline any additional research you did, assumptions you are making, and tools you used to prepare yourself. ~5 minutes
Part 2: The problem you are solving
What is your first project, why did you choose it, and how will it support the mandate? ~12 minutes
Part 3: What would V2 look like
If you had another 2 weeks to refine this where would you start and what would you work on first ~3 minutes
Q&A: open up to questions from the panel based on the content you shared

Background Information:

This case study is designed to assess your strategic thinking and operational design skills within a Go-to-Market (GTM) context. The following provides the necessary background on the company, Cortex.

Our Value Proposition: Engineering Excellence Through System of Record

Cortex is the **System of Record for Engineering**. We provide a unified platform that helps engineering leaders and teams drive operational excellence, improve developer experience, and accelerate delivery velocity.

The core problem we solve: As engineering teams scale, visibility, consistency, and operational health break down. Cortex acts as a central hub, aggregating data from disparate tools (CI/CD, monitoring, source control) to provide a complete, up-to-date catalog of every service, team, and developer in the organization.

Our Core Value: We turn engineering data into actionable insights, enabling:

- **Service Ownership:** Clear boundaries and responsibilities for every microservice.
- **Operational Health:** Scorecards and standards enforce best practices (e.g., security, reliability).
- **Developer Productivity:** Eliminate toil and easily track key metrics (DORA, developer experience).

Ideal Customer Profile (ICP) & Target Personas

Ideal Customer Profile (ICP):

- **Company Size:** Mid-market to Enterprise (1,000+ total employees, 100+ engineers).
- **Industry:** Software/Tech, Financial Services, E-commerce, or any organization with a mission-critical, microservices-heavy architecture.
- **Key Trigger:** Experiencing growing pains with microservice sprawl, high developer turnover, failed audits, or a push for engineering efficiency initiatives.

Target Personas:

Persona	Role	Primary Goal/Pain Point
Executive Buyer	VP of Engineering, CTO	Reduce operational risk, enforce engineering standards across

Persona	Role	Primary Goal/Pain Point
		org, increase developer velocity/retention.
Champion/User	Director of Engineering, Platform Lead	Centralize service data, automate service ownership, drive adoption of internal best practices (e.g., SLOs, security gates).
Influencer	Security/Compliance Lead, Head of Developer Experience	Ensure services meet regulatory/security requirements; measure and improve internal developer tooling.

Key Customer Logos: Canva, ASML, Shell, BMW, McDonalds, Blackstone, Milwaukee, Bumble, Grammarly, Xero, Workday

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Salesforce Opportunity Stages

Our standard GTM process follows a clear sequence in Salesforce (SFDC):

Stage	Description
0 - Prospect	Lead/Account identified, not yet qualified.
1 - Qualified Lead (QL)	Initial contact made; basic fit criteria confirmed (ICP match).
2 - Discovery	Deep dive into pain points, validation of technical needs, identification of all stakeholders.
3 - Solution Design / Technical Evaluation	Cortex demo/POC underway; solution tailored to specific customer environment.
4 - Proposal/Negotiation	Pricing model presented; legal and security review in progress.
5 - Closed Won	Contract signed.
6 - Closed Lost	Opportunity failed.