

# DANIT BEN SIMON

AI GTM Builder  
Demand Gen, ABM & AI Sales  
Enablement

## CONTACT

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## CORE STRENGTHS

AI GTM Strategy & Enablement, Sales Playbooks & Talk Tracks, Cross-Functional Team Leadership, Marketing to SDR to Sales Alignment, ABM & Pipeline Generation, AI Agent & Workflow Design, Competitive Positioning, Budget Ownership, Building from Zero

## STACK

**AI & Build**  
Clay, Claude Code, Apify, Python, Deepgram, custom agents

**CRM & Analytics**  
HubSpot, Salesforce, Tableau, ABM platforms, attribution

## SPEAKING

- ▶ [AI-Powered Growth for B2B SaaS](#)
- ▶ [How I Booked Demos in 2025 with AI](#)
- ▶ [Building AI Workflows](#)

## COMMUNITY

Founder, [The CMO Club](#) — inner circle for B2B tech CMOs & VPs of Marketing.

## EDUCATION

**MBA, Marketing & Management**  
Bar-Ilan University

**BA, Economics**  
The Open University

## SUMMARY

AI GTM Builder and focal point for AI across marketing, SDR, and sales. 10+ years in B2B SaaS demand gen and ABM, leading cross-functional GTM teams and building AI enablement motions from zero.

## AI GTM TOOLS BUILT

- ▶ [CompetitorIQ](#) — finds a competitor's customers across 6 signal sources
- ▶ [Real-Time Sales Coach](#) — live in-call coaching, objections & next questions (Deepgram)
- ▶ [LinkedIn Lead Finder](#) — turns post engagement into warm lead lists
- ▶ [Webinar Enrichment Workflow](#) — enrich sign-ups, connect, and warm cold leads
- ▶ [Event Attendee Scraper](#) — event pages into clean ABM target lists
- ▶ [AI-Growth Assessment](#) — shows teams where to start automating for pipeline
- ▶ [AI Intent-Scoring System](#) — routes buying signals straight into the SDR workflow

## EXPERIENCE

**AI GTM Builder**

Nov 2025 – Present

Independent

- AI GTM focal point for B2B SaaS teams: designs sales playbooks, enablement collateral, and the agentic workflows that put AI capability into the hands of AEs, SDRs, and marketers.
- Builds AI systems from zero (LLMs, no-code, platform APIs) and runs enablement sessions that upskill go-to-market teams to work with AI.

**Head of Demand Generation & ABM**

Jan 2025 – Nov 2025

Vendict · Enterprise AI / Cybersecurity

- Led a cross-functional GTM team across ABM, SDR, sales, and content with direct accountability for people, delivery, and outcomes; built the AI GTM motion from scratch (playbooks, talk tracks, objection handling) for selling AI into enterprise buying committees.
- Built an in-house AI intent system feeding SDR outreach, **+45% MQL → SQO CR**; full-funnel campaigns drove **+50% MQL → SQL CR**. Ran AI enablement and coached the team on adoption.

**Director of Revenue Marketing**

Mar 2024 – Jan 2025

InfiniGrow · B2B SaaS

- Built and iterated sales playbooks, messaging, and objection handling with SDR and sales from field feedback; ran signal-based outbound (intent, technographic, hiring): **10x cold → opp CR, +37% demos booked QoQ**.
- Owned competitive positioning and account prioritization; joined exec and prospect conversations to sharpen messaging and feed GTM planning.

**Demand Generation & ABM Manager**

Jul 2021 – Mar 2024

K2view · Enterprise Data / Cybersecurity

- Ran enterprise demand gen across global regions and languages with long, multi-stakeholder cycles and six-figure ACV; partnered with product marketing, content, analytics, and sales on funnels tailored to each geo and vertical.
- Ran conferences, webinars, and executive engagement programs in front of senior buyers; aligned targeting and pipeline acceleration with SDR and sales.