

Senior GTM Engineer / Senior BDR / Senior Growth PM

Apologies for the inconsistent title. This role is very unique and doesn't fit into any one bucket. Please read this entire job posting before applying.

[Inflection.io](https://inflection.io) is a modern B2B marketing automation solution used by leading SaaS companies like Sauce Labs, Mural, Postman, and more. Competing with legacy tools like Marketo, Inflection takes a unique approach and brings the ability to action data from data warehouses like Snowflake or CDPs like Segment.

And,... it's working! We have world-class stats: our largest deal is over 3 crore, we have a 5 star rating on G2, over 100% NRR, and constantly break sales and customer records. We've raised \$14M in total since 2021 with \$7.6M of fresh funding in 2024, giving us many years of runway.

We're still in startup mode with approximately 30 employees and looking for a Senior GTM Engineer / Senior BDR / Senior Growth PM to help propel us forward.

The role

We are looking for Senior GTM Engineer / Senior BDR / Senior Growth PM to help us grow Inflection.io. You #1 goal will be to book qualified opportunities for the sales team. However, this is not a traditional BDR role. We do not do "spray and pray" mass outbound. This role is not about how many emails you can send.

We execute highly targeted micro campaigns. We expect this role to continue the micro campaigns that are working and help develop new ones. This role is about "reasons to talk." Every outbound message we send must have a hook. A reason for them to care. "I saw we both went to [school]" does not qualify. Some of the plays that are working today involve warm outbound to our website visitors, activities with LinkedIn, etc. Others include classic follow ups for marketing activities - webinars, events, etc. We will share more about what playbooks are working during the interview process.

However, approximately 1/2 of this role is coming up with NEW plays to test. You MUST help develop new hooks. You must test them. You must report out learnings if something is working (or if it's not). Your goal is to develop the full playbook.

This role is for you if you are:

- You are an **extremely curious** person. You need to be comfortable executing proven playbooks, but also be at the forefront of defining the playbooks for the next era. You can operate with a test, iterate, test **experiment-driven mindset**. You ideally are already aware of some and maybe have even tried some. You maybe have heard of the "great ignore" by Mark Kosoglow or read Brendan Short's Signal Newsletter (<https://www.thesignal.club/>). If you want to just execute the plays that worked at your last company you will not be successful in this role.

- Excited about **working with new tools** such as Apollo, Sumble, Clay, Relevance AI, Vector, Lovable/v0, and others that pop up. We have no defined tech stack other than Salesforce for CRM and Inflection.io for marketing automation.
- Are ok working **EST hours**, 5 days per week. There is no flexibility in this. This role is **India - Remote** however if you are in Bangalore you can optionally work from our office in HSR.
- You are **comfortable reporting to a founder** who has a high expectations. The role will report directly to Co-founder and CMO [Dave Rigotti](#) with regularly sync and learnings sharing with CEO Aaron Bird. Maybe you were previously GTM founder at a startup.
- An **elite level communicator**. This includes both internal and external communication. While we don't expect this role to do cold calling, it's a potential play for you to consider testing. You must also be willing to put in the effort to understand our product, our prospects challenges, and how we can help them. There is very little "sale collateral" like battle cards to help you.

You should not apply for this role if you have only ever been a BDR at a large company. Even if you were successful. Large companies have strong brands and well defined playbooks that make being a BDR much easier. We have neither of these things.