

Brahmpreet Singh

Revenue marketing leader | B2B technology services GTM | Partner ecosystems, ABM, demand generation
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Marketing leader for a global technology consulting firm, owning the full revenue marketing function and reporting to the CEO. 10+ years in B2B technology and IT services marketing. Built and run account-based GTM motions targeting enterprise accounts, and partner co-sell programs with platform vendors. Personally designed and built **Quire** (the firm's agentic GTM engine) and the **Content Engine** (multi-agent content production pipeline), giving the marketing function output at multiples of its headcount. Experience across US, UK, Europe and India markets, including designing a new-market entry play from scratch.

HOW I RUN THE FUNCTION



THE FUNNEL AND THE STACK

FUNNEL I OWN

Reach	content, events, partners
Engaged accounts	ABM, LinkedIn, web
MQL	fit + behaviour scoring
SQL	sales-accepted
Pipeline	opportunities + revenue

SYSTEMS STACK I BUILT

Quire	market research + GTM planning
Opportunity campaigns	account briefs + ABM asset packs
Content Engine	multi-agent production pipeline
Deck + blog design systems	on-brand assets on demand
Multi-agent GTM hub	orchestration across plays

EXPERIENCE

Senior Marketing Manager, Revenue & Growth 2021 - PRESENT
Axelerant Technologies · function head, reports to CEO · global technology consulting, 150+ people

Own Axelerant's marketing function end to end: GTM strategy, demand generation, partner marketing, content, events, brand and sales enablement for a 150+ person global consulting firm.

GTM STRATEGY

- Designed and ran multiple concurrent GTM plays across service lines - an M&A consolidation motion, a private-equity channel motion and a vertical specialization play; defined ICPs, tiered target account lists and signal-based prioritization.
- Designed the firm's UK/Europe market-entry play: channel model, spokesperson activation plan and a 12-week content calendar.
- Led brand repositioning and its public announcement, including the “Human-led, AI-shouldered” positioning, and aligned messaging across web, sales and content.

PARTNER, OEM AND CO-MARKETING

- Ran partner co-sell motions with platform vendors including HubSpot and Acquia; built joint GTM plans, partner event strategies and co-marketing assets.
- Structured a technology alliance with a PE-focused assessment firm as a referral channel; partner-referred engagements became the firm's largest accounts.
- Built a three-route channel architecture separating direct, alliance and partner motions into distinct GTM lanes with their own targets and collateral.

- Produced sponsorship ROI analyses for major partner conferences, including recommending against one sponsorship in favour of pre-event ABM.

DEMAND GENERATION AND ABM

- Built named-account opportunity campaigns for active enterprise pursuits: account intelligence briefs, tiered stakeholder watchlists and launch-ready asset packs.
- Ran LinkedIn-led ABM campaign architecture against tiered enterprise target accounts, paired with email and content sequences.
- Built intent scoring and lead-routing workflows in CRM that rank fit plus behaviour and hand qualified leads to sales automatically; defined MQL/SQL criteria and the handoff SLA with sales.

EVENTS AND FIELD MARKETING

- Built end-to-end event strategy for the firm's flagship industry and partner conferences: booth presence, print and digital assets, speaker content, and pre/at/post-event outreach sequences designed to convert into meetings.

CONTENT AND THOUGHT LEADERSHIP

- Personally built the **Content Engine** (multi-agent content production pipeline: story mining, drafting, review, distribution), taking blog production to production scale with no added headcount.
- Shipped multi-asset campaign suites - including a 14-blog, 15-diagram content package built for a single enterprise account pursuit - plus a repeatable case study pipeline.
- Ghostwrite the CEO's LinkedIn presence, working from a documented voice profile for consistent executive positioning.

DIGITAL AND BRAND

- Led a full company website rebuild end to end - positioning, information architecture, copy, design, front-end and AI-native journey orchestration: six platform pages, hero messaging, careers section and brand governance.
- Own website SEO, conversion journeys and inbound reporting; diagnosed and resolved a GA4 attribution anomaly that was corrupting reporting integrity.

SALES ENABLEMENT

- Built pitch decks, validation decks, sales kits, battlecards and proposal collateral for active pursuits and a portfolio product launch.
- Built a template-based **deck generation system** so sales self-serves on-brand presentations from the company design system.

MARKETING OPERATIONS AND CRM

- Deep HubSpot expertise as both operator and service line: the firm sells HubSpot consolidation implementations to multi-brand enterprises, and I market and support that motion at architecture depth.
- Built prospecting and enrichment workflows across Apollo and verification tooling; established campaign calendars, workflows and pipeline-contribution reporting.

MARKET INTELLIGENCE

- Personally built **Quire's** GTM engine - a repeatable market research and go-to-market planning pipeline producing investor-grade market intelligence and GTM plans; used across product and service launches, including a security product backed by the firm.
- Automated competitive SEO and SERP monitoring into the team's working channel for daily market movement.

Marketing Manager

2019 - 2021

Net Solutions · B2B technology services

- Ran demand generation and content programmes for enterprise IT services buyers across US and UK markets.
- Built inbound and account-based campaigns feeding the sales pipeline, and owned marketing automation, nurture and lead qualification workflows.
- Produced sales enablement collateral - solution briefs, case studies and industry presentations - with pre-sales and delivery SMEs.

SYSTEMS BUILT

Quire

In-house agentic GTM engine: market research, GTM planning and opportunity-campaign generation as repeatable AI pipelines. Personally designed and built; now the firm's standard.

Content Engine

Multi-agent blog and content production pipeline covering story mining, drafting, review and distribution. Personally built.

Opportunity campaign system

Quire module producing account briefs, tiered stakeholder watchlists and launch-ready ABM asset packs for live pursuits, with compliance gates. Personally built.

Multi-agent GTM hub

Orchestration architecture connecting research, outreach, discovery and content agents across the firm's GTM plays. Personally built.

Deck generation system

Template-based presentation generation from the company design system so sales self-serves on-brand decks. Personally built.

Blog design system

Programmatic, brand-compliant feature image and diagram generation for all company content. Personally built.

Memra / Foyer

Internal context platform and personalised account landing-page system (HubSpot-integrated). Led Memra's external GTM; operate Foyer within campaigns.

Products built end to end

Progression School - AI-first education product inside Axelerant, vision to live cohorts. **axelerant.com** - company website owned solo. **Axel** - internal AI teammate prototype.

HOW I MEASURE IT

Marketing-sourced and marketing-influenced pipeline · qualified leads, MQLs and SQLs · strategic accounts engaged · partner-generated pipeline · event-generated meetings · campaign ROI and funnel conversion rates · inbound and organic growth · sales adoption of marketing assets · marketing spend efficiency.

CORE SKILLS

GTM strategy	Demand generation	ABM	Partner / OEM	Field marketing	MDF & co-marketing
Positioning	Thought leadership	Sales enablement	MQL / SQL routing	HubSpot	Apollo
LinkedIn Ads	GA4 & attribution	SEO	Market entry	Events	Agentic AI workflows

Markets: B2B technology services, IT consulting and enterprise accounts across US, UK, Europe and India. **Tooling**

depth: HubSpot CRM and marketing automation including multi-brand consolidation; AI/agentic workflow design with Claude, GPT and Lovable.

EDUCATION

MBA, Marketing · IIM Kozhikode · A Grade

Engineering, Electrical · DAV Institute of Engineering & Technology

Portfolio, written frameworks and system notes: <https://brahmpreet.marketing/>