

IAN GREENBERG

GTM SYSTEMS AND AI AUTOMATION

Dallas, TX | Open to remote and Dallas-area roles | 214-603-7013

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Selected work: iangreenberg.com/gtm-systems

Builds integrations connecting CRM data, outbound workflows and AI agents for business teams. Delivered Apollo API enrichment, SIG's campaign operations platform, and Z-School reactivation automation with \$75K in revenue attributed by company leadership.

EXPERIENCE

Gogentic.ai | Feb 2025 - Present

Marketing and AI Automation Consultant

Independent consulting practice; began part-time alongside SIG employment.

- Integrated the Apollo API into a waterfall contact-enrichment workflow feeding outbound email.
- Built CRM integrations and automated reporting for marketing and client operations.

Z-School | Apr 2026 - Jun 2026

Director of AI Systems & Automations

Selected work spans prior consulting and subsequent in-house employment.

- Built customer-reactivation automation with \$75K in revenue attributed to the program by company leadership.
- Developed Model Context Protocol integrations connecting Zoho CRM, Calendly and WorkDrive with AI agents for business operations.
- Implemented scheduled leadership reporting and workflows with approval controls, shared knowledge and persistent memory.

SIG | ORG / SIG University | Jul 2024 - Apr 2026

Marketing Manager

- Built and deployed a marketing operations platform connecting Salesforce/Pardot, Cvent, Stripo and Smartsheet for campaign work and reporting.
- Automated recurring campaigns, lead nurturing and lead routing; added AI-assisted campaign support and retrieval over campaign and content data.

GoGogiri LLC | May 2021 - Jun 2024

Digital Marketing Manager

- Led digital marketing as the restaurant brand grew to three concurrent locations and 30+ employees. Grew social presence to 35K+ combined followers and page likes across seven Instagram, TikTok and Facebook brand accounts.

RESEARCH

Southern Methodist University | Research affiliation, Center for Creative Computation

Jan 2026 - Present | AI systems research; guest lectures in graduate courses.

SKILLS

Implementation: Python, SQL, REST APIs, Model Context Protocol, AI agents, knowledge retrieval

GTM platforms: Salesforce, Pardot, HubSpot, Apollo.io, Zoho CRM, Cvent, Stripo, Smartsheet

Operations: Contact enrichment, outbound email, lead nurturing, lead routing, scheduled reporting

EDUCATION

Texas Tech University | B.S. Human Sciences | May 2023