

The GTM Factory™ builds the **systems** that find, enrich, and reach your buyers.

Run by one senior seller who codes: Willy Hernandez. Certified Clay Partner, Clay Bootcamp TA, 10 years carrying a B2B quota. For B2B teams, \$15K to \$150K ACV.

12+

B2B TEAMS SERVED

\$2M+

PIPELINE GENERATED SINCE 2024

25+

DATA SOURCES INTEGRATED

WHAT I BUILD

Signal detection

Engines that watch hiring, funding, tech, and people moves, then score and route each signal with the evidence attached.

Enrichment pipelines

Waterfall enrichment across 15+ providers. Verified emails, phones, and firmographics written back to your CRM.

CRM automation and AI agents

Plain-English interfaces on Salesforce and HubSpot. Agents that keep records clean without a human in the loop.

Multichannel outbound

Sequenced email and LinkedIn with deliverability discipline built in. Runs on your keys, in your org.

SELECTED WORK

FINTECH

Signal Engine

Six production buying signals live in HubSpot and Slack within two weeks of the signed SOW.

L&D SAAS

CRM Enrichment

7,255 companies enriched and validated to 96.7% coverage in a single run, written back to HubSpot.

INDUSTRIAL IOT

Pipeline GPT

Reps and leaders ask plain-English questions and get live answers from Salesforce. No dashboards.

PROCESS

Strategy → Build → Run

Scoping sprint in 1 to 2 weeks. One system shipped end-to-end in 2 to 4 weeks.

Everything documented, owned by you, and running without me.

“The GTM Factory completely changed the way our leaders did business, taking us several leaps forward in becoming an AI first company.”

TYLER PATRICK · GTM ENGINEER · ASSETWATCH

Pricing: projects start at **\$6,000** and ship one scoped project end-to-end. Quarterly retainers are **\$25,000** and cover as many projects as we can ship together inside the 90 days. Every build hands over with the repo, runbook, and video walkthrough.