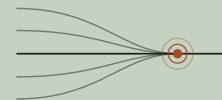


Josh Weidenfeller

Capabilities · Demand Generation · GTM Systems · RevOps

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Demand generation, revenue systems and the creative that feeds them.

In B2B marketing and sales since 2019. Most recently I owned demand generation and marketing operations for a global industrial IoT company; before that I carried an enterprise quota at NRC Health. I build for technical products, long cycles and buying committees, and I'm looking for a senior or manager-level role in demand generation, GTM, marketing operations or RevOps.

Since 2019

In B2B marketing and sales

\$4.5M+

Qualified pipeline sourced at NRC Health

65

Trade shows and events, US and international

~90,000

Contacts enriched through ZoomInfo

WHAT I DO

GTM strategy

ICP and account tiers, TAM and account prioritization, vertical messaging, offer design, and a demand plan sized to sales capacity instead of a lead target.

Data and reporting

ZoomInfo enrichment and intent, SIC and NAICS mapping, deduplication, account tiering, and closed-loop reporting on sourced pipeline, cost per opportunity and ROI.

Demand generation

LinkedIn Message and Conversation Ads, email nurture, gated content, landing pages, trade shows and dimensional mail, each tagged so a response reaches the scoring model.

Practical AI

A Microsoft Copilot Studio research agent built for inside sales, Claude for account research and CRM summaries, and hands-on evaluations of Breeze, ZoomInfo Copilot, Einstein and Agentforce.

Revenue systems

HubSpot Marketing Hub Enterprise and Salesforce synced both ways: property architecture, lifecycle and lead status, scoring, routing, Sales Engagement and a Lightning work surface for BDRs.

Design

Seven years of professional design: campaign creative, trade show booths and collateral, landing pages and brand systems, including the one my site runs on.

WHERE IT HAS WORKED

An intent-led lead-to-opportunity system

Scoring, routing and closed-loop reporting that gave sales a ranked queue and marketing a sourced-pipeline number.

A lead scoring model built on fit and behavior

Fit and engagement scored separately, with an MQL handoff sales agreed to.

Coverage matched to sales capacity

A tiered coverage plan built from seller hours, not a lead target.

An agentic copilot for inside sales

A Copilot Studio agent that researched a national book of health systems and gave back a quarter of my week.

An account universe built from federal data

A ranked, tiered market built from public EPA and FMCSA filings.

All six case studies: joshweidenfeller.com/work

HOW I WORK

- 1. Start with the sales reality:** deal size, cycle, capacity, buying committee.
- 2. Build the system before scaling channels:** data, scoring, routing, reporting.
- 3. Match coverage to capacity:** plan from the team's hours.
- 4. Report in pipeline and dollars:** sourced pipeline, cost per opportunity, ROI.

STACK

