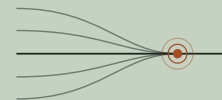


Josh Weidenfeller

Complex B2B Demand Generation — Strategy • Systems • Design

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SUMMARY

Demand generation and GTM leader for complex B2B sales: technical products, long cycles and buying committees. I build the revenue system under the pipeline (HubSpot and Salesforce, scoring, routing and closed-loop reporting) and the campaigns and creative that feed it. Enterprise quota-carrying experience means the handoff is built for the people who close.

EXPERIENCE

Anova

Global industrial IoT company

Demand Generation Manager

April 2026–September 2026

Marketing Coordinator

September 2025–March 2026

- Took ownership of demand generation, marketing operations and GTM execution as the marketing organization consolidated. Reported to the CRO, managed a \$1.2M marketing budget, led two BDRs and mentored a copywriter.
- **In a two-month window, the demand generation funnel produced 50 marketing-sourced SQLs.**
- Built the lead-to-opportunity system across HubSpot Marketing Hub Enterprise and Salesforce: property architecture, bidirectional sync, lifecycle and lead-status definitions, nurture, scoring, routing, sales alerts, attribution and closed-loop pipeline reporting.
- Designed a fit-plus-engagement scoring model: MQL threshold agreed with sales, 30-day decay with a full reset on re-engagement, and Salesforce Lead-object routing by account tier.
- Planned coverage from sales capacity: direct outreach for A accounts, BDR cadences for B, nurture for C and D, and one fleet-assessment offer delivered by tier.
- Built the BDR work surface in Salesforce: Sales Engagement cadences, Work Queue, Sales Dialer, Einstein Activity Capture and a custom Lightning app with enrichment, intent and event context on one screen.
- Built an account universe from EPA and FMCSA federal data with a Python pipeline written with Claude, and a tank-count model for about 1,800 companies at roughly 20% median error; enriched about 90,000 contacts through ZoomInfo.
- Ran 65 trade shows and events in the US and abroad (booth design, logistics, international shipping and customs, Popl capture and routed follow-up) alongside LinkedIn ads, email nurture, gated content, landing pages and dimensional mail.

Independent HubSpot & Digital Marketing Consultant

Omaha, NE • 2021–Present

- Ongoing HubSpot support for small-business clients: CRM cleanup, segmentation, lead routing, forms, automation, email marketing, reporting and user training.

NRC Health

Lincoln, NE

Account Development Manager

May 2023–September 2025

- **Generated more than \$4.5M in qualified enterprise and new-logo pipeline through account research, executive outreach, email and social campaigns and CRM-driven prospecting into health-system buying groups.**
- Sourced the first executive meeting on the company's largest new-business deal of the year through cold outreach, and co-developed the partnership proposal that supported the win.
- Built a Microsoft Copilot Studio agent for account research and outreach drafting that the inside sales team used; it gave back about 25% of my work week from prospecting research.
- Developed GTM and sales-enablement strategy for a next-generation AI SaaS platform launch.

EXPERTISE

Complex B2B GTM

Long, consultative sales cycles, buying committees, ICP and TAM, account prioritization, vertical strategy, ABM, intent-based marketing, offer design.

HubSpot, Salesforce & RevOps

Lifecycle and lead status, object and property architecture, workflows, lead scoring and decay, MQL and SQL definitions, routing, bidirectional sync, Sales Engagement, Lightning apps.

Data, enrichment & reporting

Data integrity, deduplication, ZoomInfo enrichment and intent, SIC and NAICS mapping, account tiering, attribution, closed-loop pipeline and ROI reporting.

Web, creative & brand

Landing pages, conversion paths, WordPress, web copy, brand systems, graphic and print design, trade show booths.

AI & automation

Microsoft Copilot Studio; Claude Enterprise, Projects and Skills for account research and CRM summaries. Evaluated HubSpot Breeze, ZoomInfo Copilot, Einstein and Agentforce.

STACK

HubSpot Marketing Hub Enterprise

Salesforce

Sales Engagement

ZoomInfo

ZoomInfo GTM Studio

Sales Navigator

Salesloft

Copilot Studio

Popl

WordPress

Adobe Creative Cloud

Affinity

EARLIER EXPERIENCE

Marketing & Sales Intern, Sandhills

Global, Lincoln, NE • October 2020–January 2021

Marketing Intern, Cquence Health Group,

Omaha, NE • June 2019–May 2020

EDUCATION

University of Nebraska–Lincoln

Bachelor of Journalism, Advertising & Public Relations

Minor: Communications