

TOMIDE WILLIAMS

Product Marketing | GTM Engineering | AI Revenue Systems

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PROFILE

Product marketer and GTM builder connecting customer research, positioning, campaigns and AI-powered operations. Exploring product marketing and GTM engineering roles with US/UK startups, alongside focused AI revenue systems consulting.

EXPERIENCE

Conductor - Founding GTM Lead | August 2026-present | Remote

Commercial remit spanning positioning around Time Intelligence, demand generation, sales enablement, growth experimentation and commercial measurement.

Koppoh - Product Marketing

Product marketing for the Business of Photography course launch, including audience, messaging, campaign planning and execution assets.

Independent - AI Products and Coaching

Building JapaLearn AI, AI learning experiences and practical workflows spanning research, lead operations, content, websites and automation.

SELECTED ENGINEERING WORK

Five independent browser-local demonstrations: data enrichment pipeline; outbound campaign workflow; automation and integration; account scoring model; GTM analytics dashboard.

Implemented with synthetic data, shared JavaScript logic and automated tests. These are working portfolio demonstrations, not client production case studies.

CAPABILITIES

Product positioning; customer and competitor research; ICP definition; GTM strategy; campaign planning; AI-assisted product building; workflow design; lead research; CRM routing; funnel measurement.

WORK PREFERENCES

Full-time: product marketing and GTM engineering with US/UK startups. Consulting: focused AI marketing and revenue systems projects. Based in Lagos, Nigeria (WAT / UTC+1).