NAV SINGH

GROWTH & MARKETING LEADER | PLG & ENTERPRISE GROWTH | SEO, AEO, LIFECYCLE & GROWTH ANALYTICS

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EXECUTIVE SUMMARY

Growth and marketing leader with 10+ years scaling AI and B2B SaaS companies from early stage to $130M+ ARR, across product-led and enterprise motions. Builds growth programs and the measurement under them: SEO and answer-engine optimization, lifecycle and launch programs, NPS and review programs, and attribution that ties each channel to revenue. Runs the nPlusAlpha growth and RevOps practice, most recently as Advisor and Head of Growth at Comfy (ComfyUI). Before that, helped take HeyGen from $20M to $130M+ ARR in 21 months, leading a 23-person GTM org through a rebrand, its first SEO program, a 100K-member community and automated lifecycle marketing. Writes SQL, dbt, Python and TypeScript, and ships production code.

SELECTED RESULTS

- $20M → $130M+ ARR at HeyGen in 21 months. 5× revenue year over year at Semgrep.
- $50M → $250M marketing-sourced pipeline at Egnyte. $25M enterprise ABM pipeline at HeyGen.
- 50%+ YoY organic traffic from HeyGen's first SEO program. 100K+ community members in six months.
- Comfy signups up nearly 90% and activation up 50%+ to 40%+ on the new free tier; MAU from 2.5M to about 2.8M.
- Comfy localized organic clicks up 319% in two weeks, sitewide organic clicks up 24% after the de-indexing recovery, and G2 reviews from 2 to 80+.

PROFESSIONAL EXPERIENCE

nPlusAlpha LLC | Founder, Fractional Growth & RevOps

San Francisco, CA | January 2026 – Present

Growth and RevOps practice for AI and B2B SaaS companies. Engagements include Comfy (ComfyUI), Charta Health and OpenBlock Labs.

Comfy (ComfyUI) | Advisor, Head of Growth

March 2026 – September 2026 | Joined through nPlusAlpha, then full time reporting to the CEO

Scope and team

- Owned signup, activation, conversion and retention for 100K+ monthly signups. Relaunched the free tier: signups rose nearly 90% and activation to 40%+, with paid volume holding near baseline. Led the growth pod (engineering, design, data, lifecycle) and hired for it, including a Growth Engineer search (1,681 applicants)

SEO, AEO and acquisition

- Recovered search indexation (canonical host, robots.txt, sitemaps, hreflang) and led answer-engine optimization (llms.txt, FAQ and HowTo structured data, quotable titles). Sitewide organic clicks rose 24%, up to 39% on model pages, and docs CTR rose from 1.15% to 1.74%
- Led the localization strategy: native-reviewed workflow pages in six languages took localized organic clicks up 319% and impressions up 363% in two weeks, with indexed localized URLs from 284 to 1,338
- Built a demand map scoring every use-case and model keyword on traffic value and ICP fit, then lead capture landing pages for model releases, use cases and workflows that reached page one for branded and non-branded searches and converted 8.6% of visitors vs. 1.1% for docs
- The MiniMax H3 page reached Google's top five within two weeks, and the launch lifted MAU from 2.5M to about 2.8M in August, the year's first increase; model reselling then drove hundreds of enterprise leads
- Launched Comfy's first formal affiliate program and recruited hundreds of affiliates organically. Referred users signed up at 1.6× the baseline rate and paid at 9.1% vs. 6.5%
- Stood up organic channels ahead of the September Developer Platform launch: events, weekly livestreams and hackathons. Laid the groundwork for paid acquisition

Lifecycle, launches and reviews

- Built and launched the Customer.io lifecycle program end to end: onboarding nurtures, customer newsletters, upsell campaigns and win-back. Scaled the email infrastructure for launch and outbound programs to 600K+ emails in a launch week, with UTMs, conversion goals and suppression rules required on every send
- Wrote the P0/P1/P2 launch playbook the GTM team adopted, with a 24-hour model release cycle. "Notify me" coming-soon pages capture signups from day one, so promotion no longer waits on deploys
- Ran the NPS and G2 review programs: in-app NPS in 4 languages (baseline 45) with a G2 ask for promoters took G2 reviews from 2 to 80+ at 4.9 stars. NPS and 15K+ cancellation responses feed one survey model for churn saves

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Southern California

Bachelor of Arts, Political Science
Minor, Business Law
Dean's List

Certifications:
HubSpot Inbound Marketing
Google Ads and Google Analytics
Salesforce Administrator
Marketo Administrator
LinkedIn Advertising

CORE COMPETENCIES

Growth strategy
Product-led growth | Enterprise demand and ABM | Positioning and ICP | Launches | Pricing and packaging

Acquisition
SEO and AEO | Programmatic content | Paid search and social | Affiliates and partners | Community

Lifecycle and retention
Onboarding and activation | Email and in-app | Upsell and win-back | NPS and G2 reviews | Customer advocacy

Growth analytics
Attribution and UTMs | Funnel and cohort analysis | Experiments | Churn and health forecasting | Board reporting

TECHNICAL WORK

- Growth analytics and ARR data models (dbt, Snowflake, Hex)
- Website updates and conversion rate optimization
- New SEO directories (use cases, models) and technical SEO cleanup
- Python tooling for revenue, churn, affiliate and hiring data
- Next.js and Python apps on Vercel and Supabase, built with Claude Code agents

MARKETING PERFORMANCE

- $400M+ in marketing-sourced pipeline created
- CAC down 40% while growth held
- Enrichment (Clearbit, Clay, SyftData) at each company to sharpen targeting and forecasting
- Multi-touch attribution with 90% coverage
- G2 review programs run at Egnyte, Semgrep, HeyGen and Comfy
- Communities launched with 100,000+ combined members
- 3 rebrands led

Comfy (ComfyUI), continued

Growth analytics and attribution

- Built the growth analytics foundation from zero: shared definitions for signup, activation and ARR, one identity across desktop, cloud and web, Hex dashboards, and an automated daily growth pre-read
- Rebuilt channel attribution on first-touch referrer when UTM coverage was ~5%. It showed organic visitors sign up at 1.7× the direct rate and ChatGPT-referred signups up 12× in 7 weeks
- Built affiliate attribution through Stripe checkout; tracked ARR against plan on daily to quarterly scorecards

Technical

- Shipped code across the stack: growth analytics and ARR data models in dbt, website updates and conversion rate optimization, new SEO directories such as use-case pages, and technical SEO cleanup

Other client engagements

- **Charta Health** (healthcare AI): ICP and positioning, the FY27 growth strategy, an AI-agent SEO content pipeline that turns keyword clusters into reviewed drafts, and event-to-lifecycle nurture with closed-loop attribution
- **OpenBlock Labs** (onchain data): launch GTM motion and ICP, with growth analytics instrumented pre-launch
- Builds AI growth products: Muse Growth Studio, an AI growth assistant for small businesses, and a growth-ops platform for SEO and competitive reporting

HeyGen | Head of Revenue Operations

San Francisco, CA | April 2024 – January 2026

Marketing leadership

- Reported to the CEO and built a 23-person GTM org (5 of them contractors) across lifecycle, SEO and web, B2B marketing and BDR, community, growth and RevOps, and customer success, with dotted lines to sales and support. ARR grew from **$20M to $130M+ in 21 months**
- Led the company rebrand; brand awareness rose 200%

Demand and organic growth

- Built HeyGen's first SEO program (50%+ YoY organic traffic) and a content engine of 50+ pieces a month with 1M+ organic views
- Launched a community that reached 100K+ members in six months and lifted new customer acquisition 30%
- Localized into 5 new markets; international revenue grew 200%

Enterprise, lifecycle and retention

- Built and led the first verticalized enterprise sales team (agency, L&D, API) and an ABM program for Global 2000 accounts ($25M enterprise pipeline)
- Launched the first automated lifecycle program (PostHog, Customer.io) across email, in-app, social and ads. Retention improved 50%, and upsell and cross-sell grew existing-account revenue 30%
- Forecast pipeline, churn and customer health, then used those forecasts to build the churn prediction model and reshape user onboarding
- Owned the G2 and advocacy program: G2 category and Mid-Market winner, a G2 Best Software 2025 Fastest Growing Product, use-case and customer story pages, and 100+ case studies and testimonials

Semgrep | Head of Revenue Operations

San Francisco, CA | May 2022 – January 2024

- Contributed to **5× revenue growth** year over year. PLG onboarding lifted activation 50% and cut CAC 40%
- Set up the martech stack (Marketo, Metadata.io, Clearbit, Google Analytics) with attribution and predictive lead scoring (MQL-to-SQL up 35%)
- Ran a webinar program (500+ enterprise leads a month) and partner marketing that sourced 20% of pipeline

Egnyte | Sr. Director, Marketing Operations

Mountain View, CA | November 2019 – May 2022 (and June 2016 – July 2017)

- Led a global team of about 15: 7 in marketing and campaign operations, 4 in data, 3 to 4 in performance marketing. **Marketing-sourced pipeline grew 5× ($50M → $250M)** and ARPA 3.4×
- Repositioned Egnyte from file sharing to content governance with a brand refresh; campaign conversion rose 45%
- Double-funnel ABM across 1,000+ target accounts improved pipeline efficiency 3×, chat programs drove $20M in pipeline, and paid ads ran at a 4:1 LTV:CAC ratio

Andreessen Horowitz | Partner, Network Engagement

Menlo Park, CA | July 2017 – November 2019

- Designed the firm's engagement platform strategy and led event engagement and network growth, including operations for 200+ events a year and the a16z Summit (2,000+ executives)
- Built a data lake and reporting product for the editorial team's media engagement and audience growth; an NPS program lifted founder referrals 30%
- Advised 20+ portfolio companies on go-to-market, PLG adoption and enterprise marketing

TECHNICAL SKILLS

Martech
HubSpot | Marketo | Salesforce | Customer.io | Instantly | 6sense | Demandbase | Intercom | n8n

Enrichment
Clay | Clearbit | SyftData | ZoomInfo

Analytics and data
PostHog | GA4 | Amplitude | Mixpanel | Hex | Snowflake | dbt | Segment | Census

Code
SQL | Python | TypeScript | Next.js | Claude Code

SEO and AEO
Ahrefs | Search Console | Profound | Schema | llms.txt

Advertising
Google Ads | LinkedIn | Meta | Reddit | X | Metadata.io

Content and creative
Figma | Canva | Webflow | Sanity | WordPress | HeyGen

ADVISORY & INVESTMENTS

Angel investor and advisor since 2019: Akasa (healthcare AI), Skydio (autonomous drones), Pylon (customer support), Cast.app (customer success), Gradual (community), and 10+ more in B2B SaaS and martech.

AWARDS & THOUGHT LEADERSHIP

- BrightTalk webinar (2021): "Building a Data-Driven Marketing Machine"
- a16z Above & Beyond award (2017)
- Modern Sales Pros top contributor, 50+ posts on RevOps
- GTM case studies and essays published at nplusalpha.com

ADDITIONAL BACKGROUND

- Eagle Scout, Boy Scouts of America
- English and Punjabi (fluent), Spanish (conversational)