NAV SINGH

REVENUE & PIPELINE OPERATIONS | GTM SYSTEMS & ATTRIBUTION | PLG-TO-ENTERPRISE SCALE

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EXECUTIVE SUMMARY

Revenue and pipeline operations leader with 10+ years in GTM systems for AI and B2B SaaS companies, from early stage to $130M+ ARR. Builds lifecycle stages and SLAs, MQL and PQL scoring, enrichment and routing, attribution, and warehouse reporting on Snowflake, dbt and Hex. Runs the nPlusAlpha growth and RevOps practice, most recently as Advisor and Head of Growth at Comfy (ComfyUI). Before that, Head of Revenue Operations at HeyGen ($20M to $130M+ ARR in 21 months, 23-person GTM org) and Semgrep (5× revenue). Hands-on in Salesforce, HubSpot, Marketo, Customer.io, SQL, dbt and Python. Ships code and runs AI agents in production.

SELECTED RESULTS

- $20M → $130M+ ARR at HeyGen in 21 months. 5× revenue year over year at Semgrep.
- 5× marketing-sourced pipeline at Egnyte ($50M → $250M). $25M enterprise ABM pipeline at HeyGen.
- 95% forecast accuracy at HeyGen; churn predicted at 85%. Lead response from 24 hours to under 5 minutes.
- 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 fix.

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)

Growth analytics and forecasting

- Built the growth analytics foundation from zero: one definition each for signup, activation and ARR, identity resolved across desktop, cloud and web, and dbt models in Snowflake behind the company's Hex dashboards
- Shipped a daily ARR model in dbt that reconciled three conflicting ARR numbers (Stripe volume, the billing model and the subscription tile) and tracks churn at the customer level
- Set up pacing scorecards for ARR and the funnel (plan vs. actual, daily to quarterly) with growth accounting and risk flags; wrote the July to December operating plan with monthly targets by growth lever
- Automated a weekday pre-read agent (Snowflake, Linear, Slack) that drafts the funnel readout before standup

Attribution, lead generation and pipeline

- Rebuilt channel attribution on first-touch referrer after finding UTM coverage at ~5%, and made UTMs mandatory on every launch link. The new model showed organic visitors sign up at 1.7× the direct rate and ChatGPT-referred signups up 12× in 7 weeks
- Launched the first formal affiliate program, recruited hundreds of affiliates organically, and built attribution from Rewardful through Stripe checkout; referred users converted to paid at 9.1% vs. 6.5%
- Audited the enterprise funnel (form, meeting, qualified, proposal) across HubSpot and call data, added SyftData enrichment to flag ICP companies, then wrote the activation plan: inbound SLA, segmented inquiry form, a Request demo CTA standard and retargeting audiences
- Led SEO, AEO and launch lead capture for organic, the largest signup channel: recovered indexation, then built landing pages for model releases, use cases and workflows that reached page one and converted 8.6% of visitors vs. 1.1% for docs. Sitewide organic clicks rose 24%, up to 39% on model pages
- Ran the localization rollout across six languages with native review: localized organic clicks rose 319% and impressions 363% in two weeks, and indexed localized URLs grew from 284 to 1,338
- Ran launches on a P0/P1/P2 playbook with "Notify me" pages and a 24-hour release cycle. The MiniMax H3 page reached Google's top five in two weeks; model reselling then drove hundreds of enterprise leads
- Stood up organic lead programs ahead of the September Developer Platform launch: events, weekly livestreams and hackathons. Laid the groundwork for paid acquisition

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Southern California

Bachelor of Arts, Political Science

Minor, Business Law
Dean's List

Certifications:

Salesforce Administrator
Marketo Administrator
HubSpot Inbound Marketing
Google Ads and GA4
LinkedIn Advertising

CORE COMPETENCIES

Pipeline operations

Lifecycle stages and SLAs | Qualification and recycle rules | MQL and PQL scoring | Enrichment and routing | Speed-to-lead | BDR/SDR tooling | ABM tiering and buying groups

Marketing operations

MAP implementation | Salesforce sync | Nurture and campaign infrastructure | UTM governance | Consent, suppression and deliverability

Analytics and forecasting

Attribution and lead source models | Sourced and influenced pipeline | Pipeline, churn and health forecasting | Growth accounting | Weekly funnel reviews | 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

SYSTEMS & TEAM IMPACT

- 50+ system integrations and migrations
- 70% of manual processes automated, saving 10,000+ hours a year
- CRM data accuracy raised from 60% to 95%
- Tech stack spend down 25%
- Enrichment (Clearbit, Clay, SyftData) implemented at each company to sharpen CRM targeting, marketing strategy and forecasting
- G2 review programs run at Egnyte, Semgrep, HeyGen (category and Mid-Market winner) and Comfy (2 to 80+ reviews, 4.9 stars)
- Built a 23-person GTM org at HeyGen; RevOps councils at 3 companies; 100+ SOPs and playbooks

Comfy (ComfyUI), continued

Lifecycle, reviews and retention

- 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
- Set the send rules on warehouse-synced segments: conversion goals, UTMs, contact frequency, suppression and bounce limits to protect sending-domain health
- 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 dbt survey model for churn saves

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): audited the GTM stack, set ICP and positioning, wrote the FY27 growth strategy, and set up an AI-agent SEO content pipeline and event-to-lifecycle nurture in HubSpot with closed-loop attribution
- **OpenBlock Labs** (onchain data): launch GTM motion and ICP, with growth analytics in place before launch
- Builds AI growth products: Muse Growth Studio, an AI growth assistant for small businesses (Python, Supabase, Vercel), and a growth-ops platform (Next.js, Supabase, Claude) for SEO and competitive reporting

HeyGen | Head of Revenue Operations

San Francisco, CA | April 2024 – January 2026

Revenue systems and forecasting

- Reported to the CEO and built a 23-person GTM org (5 of them contractors) across six teams: lifecycle, SEO and web, B2B marketing and BDR, community, growth and RevOps, and customer success, with dotted lines to sales and support. Built the first verticalized enterprise sales team (agency, L&D, API)
- Ran the GTM systems behind growth from **$20M to $130M+ ARR in 21 months** across 40M users, and built the headcount and capacity plan for AE, CSM and SDR hiring
- Built AI-driven forecasting for pipeline, churn and customer health (95% forecast accuracy, planning cycles cut in half). It became the base for the customer health and churn prediction model and for reshaping user onboarding
- Owned the GTM stack (Salesforce, Customer.io, Gong, Polytomic, PostHog and enrichment tools) on a data layer handling 10M+ events a month

PLG-to-sales, pipeline and retention

- Designed PQL scoring, lead enrichment and automated routing that cut response time from 24 hours to under 5 minutes; product usage triggers doubled conversion to sales
- Set up self-serve to sales-assist workflows and an ABM program for Global 2000 accounts that generated $25M in enterprise pipeline
- Owned the $20M enterprise renewals playbook across 1,000+ accounts. Renewal rates rose 50%, and the health score predicted churn with 85% accuracy

Semgrep | Head of Revenue Operations

San Francisco, CA | May 2022 – January 2024

- **5× revenue growth** and 2× pipeline; deal cycles down 35% with separate SMB, mid-market and enterprise motions
- Led the Salesforce implementation for 100+ users and integrated 15+ tools (Marketo, Clearbit, Metadata.io, Chili Piper, ZoomInfo); CPQ cut quote time 75%
- Created a custom attribution model with channel-level ROI and predictive lead scoring (MQL-to-SQL up 35%); built pipeline dashboards, forecasting and capacity models, and board reporting

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 grew 3.4×
- Designed the marketing-to-sales SLA model (60% faster handoff), the attribution framework, and ABM infrastructure covering 1,000+ target accounts across 20 to 30 reps
- Data enrichment raised lead quality scores 40%; chat and conversation intelligence drove $20M in pipeline

Andreessen Horowitz | Partner, Network Engagement

Menlo Park, CA | July 2017 – November 2019

- Owned the firm's marketing automation systems and engagement platform strategy, and led event engagement and network growth
- Built a data lake from 20+ sources and a reporting product for the editorial team's media engagement and audience growth, plus KPI frameworks for portfolio company evaluation
- Advised 20+ portfolio companies (seed to Series C) on RevOps, marketing strategy, forecasting and GTM systems

TECHNICAL PROFICIENCIES

CRM and sales
Salesforce (Advanced) | Salesforce CPQ | HubSpot | Outreach | Instantly | Gong | Chili Piper | LeanData | Apollo

Enrichment
Clay | Clearbit | SyftData | ZoomInfo

Marketing automation
Marketo | HubSpot | Customer.io | Pardot | Braze

Analytics and attribution
PostHog | Hex | Looker | GA4 | Amplitude | Mixpanel | Tableau | Bizible | Rewardful

Data and code
Snowflake | dbt | BigQuery | Census | Fivetran | Polytomic | Workato | n8n | Reverse ETL | SQL | Python | TypeScript

SEO, AEO and AI
Ahrefs | Search Console | Profound | Schema | llms.txt | Claude Code and agent workflows

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

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.

ADDITIONAL BACKGROUND

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