BEN WILLETT

GTM AI Builder • AI Agents and Workflows • Internal Revenue Tools

CONTACT

972-214-5187

willettb0@gmail.com

linkedin.com/in/ben-d-willett

Portfolio: bendwillett.com

Flagstaff, AZ • Open to relocation

DEVELOPMENT

Python • TypeScript • React • Vue

AGENTIC AI

Claude Code • Codex • Cowork

Claude on Amazon Bedrock

CLOUD

AWS Lambda • DynamoDB • S3

GTM STACK

Salesforce • HubSpot • Clay • Canva • Microsoft 365

Integrated via APIs and MCP connectors

AI AND AUTOMATION

AI agents and automated workflows

Retrieval-augmented generation (RAG)

Prompt and tool design

Workflow orchestration (custom code, n8n)

Human-in-the-loop validation

GTM AND ENABLEMENT

HR tech domain

RFP automation

Sales enablement

AI training and adoption

EDUCATION

Bachelor of Science in Business Administration, Marketing

Northern Arizona University

PROFILE

GTM AI builder at an HR tech company who ships internal products the revenue team actually uses. Solely built three tools in production across proposals, sales, and events: an RFP platform behind a jump in win rate from 1 of 33 (3%) to 14 of 24 (58%) and $1.8M in net new revenue, an AI sales assistant adopted by 40 users, and an event operations agent suite. Builds with Claude Code and Codex and validates against live systems with automated tests, citation checks, and human approval steps.

EXPERIENCE

AccuSourceHR • HR technology

Marketing Generalist – Sales Enablement and Events

Sole builder of the company's GTM AI tools

April 2026 – Present • Remote

- Won 14 of 24 RFP responses within six months of joining (58%), up from 1 of 33 in 2025 (3%). RFP wins generated $1.8M in net new revenue (Apr–Nov 1, 2026).
- Architected and solely built a Python-based RFP platform after an n8n prototype couldn't handle the workflow's complexity. Used on all 24 responses, it cut preparation from 35–40 hours to 5–10 hours per proposal (~80%) and saved ~700 hours YTD. Replaced a legacy system, saving $20K annually.
- Shipped the RFP and Sales Intelligence tools end to end as sole developer, building with Claude Code and Codex: Vue and TypeScript front end; Python, AWS Lambda, DynamoDB, and Claude on Amazon Bedrock back end. Built five human approval checkpoints into the RFP workflow so AI output is reviewed before it reaches a customer; contributed to the company's internal web app.
- Launched Sales Intelligence, an AI sales assistant giving reps cited answers from approved content to help shorten the sales cycle; adopted by 40 users with 210+ questions answered in its first month (Oct 2026). Grounded answers in Amazon S3 and the RFP answer library, with access filtering and citation checks to keep every answer tied to an approved source.
- Built an AI agent suite for event operations and intelligence on Claude Code and Cowork that runs on a preset trigger, human input, or schedule, using a Python state engine with JSON Schema validation, atomic writes, and approval controls; validated behavior with 37 automated tests.
- Grew 2026 YTD event-sourced pipeline to ~61% above the full-year 2025 total by directing the national event portfolio across 12 events, working across Marketing and Sales on planning, staffing, logistics, and campaigns.

Arizona Snowbowl

Marketing and Events Coordinator

Led AI enablement across the resort portfolio

June 2024 – April 2026 • Flagstaff, AZ

- Selected by parent company Mountain Capital Partners to lead AI enablement training in Chile for 75 ski industry leaders. Taught practical marketing and operations workflows and drove adoption, helping 15 ski resorts and 3 golf resorts begin using AI.
- Created an AI content workflow combining promotional calendars, video/photo copy, weather updates, and past post performance; grew Instagram from 72K to 102K followers (+42%) from June 2024 to April 2026.
- Ran 150 annual events across three brands, managing budgets, vendors, staffing, and cross-departmental delivery. Oversaw WordPress content and event campaigns.