



Ben Hadman

Growth Marketing Lead | Demand Generation & GTM Systems

[LinkedIn](#) [Website](#) [Email](#)

I started my career in pharmaceutical sciences, where I learned that breakthroughs are the result of methodical, reproducible experiments. I've carried that "scientific method" into marketing. As a former Salesforce Specialist with 3 global implementations under my belt, I have a deep appreciation for the "Attio-native" way—building agile, technical GTM systems that don't require a 10-person dev team to pivot.

Experience

Nuclera 2022 - Present

[Associate Director of Demand Generation](#)

- Architected the complete digital GTM infrastructure for a Series B/C biotech, shifting the focus from lead volume to Influenced Pipeline and 87% accurate ML lead scoring.
- Scaled webinar programs generating \$800K in pipeline per event by translating complex scientific concepts into high-intent digital journeys.

Abcam 2021 - 2022

[Digital Marketing Specialist \(Demand Gen\)](#)

- Orchestrated ABM strategies for global pharma accounts, utilizing OpenAI and Clay to build hyper-personalized microsites that bypassed traditional long-cycle friction.
- Managed £150k in strategic ad spend, focusing on high-signal account penetration within complex multi-stakeholder buying groups.

iotaSciences 2019 - 2021

[Lead Generation & Marketing Comms Manager](#)

- Founding commercial hire; built the entire lead gen engine and CRM architecture from the ground up to support the launch of a flagship lab instrument.

Blacktrace Holdings 2016 - 2019

[Digital Marketing Lead](#)

- Doubled digital lead generation within six months by overhauling Salesforce/Pardot and implementing data-driven binomial logistic regression for lead qualification.

Education

University of Brighton

BSc (Hons) Pharmaceutical and Chemical Sciences (2:1).

The Stack & Strategy

AI-Native Demand Gen

Building "high-signal" journeys using Tailwind CSS, Clay, and OpenAI. I don't wait for dev resources—I build the bridge between marketing intent and sales action.

[ABM Microsites](#) [Clay / OpenAI](#) [Tailwind CSS](#)

GTM Architecture

Specializing in the "connective tissue" between Marketing and Sales. Expert-level CRM migration and automation (Marketo/Salesforce) with an eye for displacing legacy friction.

[Salesforce Admin](#) [GTM Systems](#) [Marketo](#)