

Luke Szendiuch

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I build custom agentic GTM systems for complex businesses: systems that create leverage for efficient, scalable revenue growth and make individuals, teams, and businesses prolific at what they're uniquely good at. A decade ago, learning SQL rewired how I think and work; coding agents have done that again and made me more ambitious than ever. I'm now focused on building the autonomous GTM systems that will power the next era of revenue growth.

Experience

ZeroClick, Head of GTM Engineering

2025–now

ZeroClick lets businesses sell to AI agents and has raised \$55M. Own the GTM system end to end, covering outbound, inbound, paid growth, attribution and measurement. Build pipeline directly as a seller focused on GTM data, tooling, and agencies.

- Built the automated outbound engine behind ZeroClick's pipeline: 50+ signed partners from outbound since the August 2026 launch, with reply rates above 10% on cold email and 25% on LinkedIn.
- Built the GTM system from scratch instead of generic SaaS: a TypeScript monorepo on Postgres with one typed operations layer for research, enrichment, outbound, inbound routing, forecasting, and self-improvement loops. People and agents get identical access through a code-mode MCP server, a private web app, and durable agents in Slack.
- Built the first version for ZeroClick's earlier ad business, then tore it down and rebuilt it when the business model changed; its lightweight, composable architecture made that possible.
- Ran research and qualification as an eval loop: each new model or approach, including Jev, was scored against a labeled key and shipped only if it won, lifting contact-selection recall from 0.61 to 0.89 with 35% fewer model calls per account.

Now focused on configuring research, qualification, enrichment, and outbound to run fully autonomously.

Pie, Head of Operations

2025

Pie is an ad-blocking and rewards browser extension from the former Honey team, which grew rapidly to over 2 million users in 2025. Owned operations, the affiliate partner system, and go-to-market for the core product and new ad products.

- Rebuilt the affiliate network integrations (partner data, automatic partner links, offer ingestion, and commission change detection), tripling monetized partnerships to 10,000+ and ending the dependence on a six-person contractor team.
- Landed 100+ paying advertisers for the launch of a new ad product by operationalizing its GTM and analytics: advertiser onboarding, campaign reporting, and automated insights generation.
- Built the initial version of an agentic research pipeline that powered dynamic audience building, targeting, and ad generation in production.

Moved to ZeroClick when it spun out of Pie in August 2025, as Chrome Web Store policy began limiting Pie's extension releases and AI started changing how commerce works.

Phia, Head of Operations

2024-25

Phia is an AI shopping app that has raised \$43M. Joined pre-product and owned everything outside marketing, engineering, and product: finance, people, analytics, and monetization.

- Built the affiliate pipelines in Python that generated partner links automatically, so retail partners and monetization scaled without manual work or headcount, then handed them to engineering to run.
- Stood up Phia's first data stack, from production Postgres into BigQuery, dbt, and Hex, and built the full analytics suite: user growth, onboarding funnels, feature engagement, conversion, and revenue.
- Built the financial model on that same system, setting targets for user growth, CAC, ARPU, and revenue, and forecasting marketing, hiring, and infrastructure spend.

Left after six months to rejoin former Honey teammates at Pie.

Miro, Sales Strategy and Operations Manager

2022-24

Miro is a visual collaboration platform, being acquired by Bending Spoons for \$1.4B. Owned strategy and operations for the Strategic segment: 20 AEs on the largest accounts with \$1M+ targets each per half, plus a new Strategic New Logo team.

- Built the segment's forecast of record in Snowflake, dbt, and Looker, in place of Salesforce, Clari, and Gong.
- Rebuilt how Salesforce history was snapshotted and modeled, cutting week-6 forecast error from 30% to 2% and week-3 from 32% to 11%.
- Built pipeline hygiene dashboards in Looker that linked reps straight to their Salesforce opportunities; pipeline conversion rose 32% quarter over quarter.

Passed the analytics team's coding test and was set to join it before leaving for Phia.

PayPal, Senior Manager, Ad Operations and Insights

2020-22

Joined through PayPal's \$4B acquisition of Honey and was promoted twice, to run operations and insights for a new ad product.

- Scaled a new ad product to \$20M in revenue while adding only two people.
- Built campaign forecasting and budget allocation that safely managed millions in ad spend before engineering's production system landed.
- Expanded a deck generation system first built at Honey (BigQuery, Google Sheets, Apps Script, and Slides) into weekly insights for 100+ live campaigns and thousands of partners, keeping renewals above 90%.

Honey, Business Operations Manager

2017-20

Honey is a shopping extension with 20M users, acquired by PayPal for \$4B. Promoted three times in two years.

- Drove growth to 10,000+ partners and 10x revenue to over \$200M, while the sales team only tripled.
- Learned SQL on the job, then built a bidirectional Salesforce and BigQuery sync, years before GTM engineering had a name.
- Built a SQL store classifier that beat engineering's ML models, categorizing 30,000+ stores for search, recommendations, benchmarks, and territory design.

Education

Vanderbilt University, BA, Economics

2012-16

Minors in Financial Economics, Corporate Strategy, and Philosophy.