

Wayne Zhang

AI GTM & Market Development for Technical AI Products

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Engineer-turned GTM and strategy professional focused on U.S. market entry, CEO-level strategy, partnerships, and commercialization for technical AI products.

Focus: market entry · North America expansion · technical AI GTM · strategic partnerships · internal AI transformation

EXPERIENCE

Dify

Aug 2025 – Present · San Francisco Bay Area

Chief of Staff — Strategy, Partnerships & Internal AI Transformation

- Produced market intelligence and strategy reports every 1-2 weeks for Dify's management team, turning North America GTM progress, developer adoption patterns, enterprise AI signals, competitor moves, and partnership signals into recommendations on ICP, positioning, product narrative, use cases, and partner strategy.
- Contributed to investor relations by drafting board and investor updates, mapping strategic relationship opportunities, and turning selected partnership conversations into CEO-level investor follow-ups.
- Led internal AI transformation using Claude Code and Codex, helping business teams build AI workflows around daily operations while creating market research and performance measurement systems.

Dify

Jan 2025 – Aug 2025 · San Francisco Bay Area

North America Market Development & GTM Lead

- Served as Dify's first U.S.-based GTM hire, owning early North America commercial conversations and closing approximately **\$250K** in customer revenue across ICP discovery, qualification, product education, negotiation, and account conversion.
- Helped shape U.S. SaaS GTM strategy as the business expanded to approximately **\$3M** in U.S.-sourced ARR, including market strategy, growth experiments, customer feedback, and a positioning shift from developer-first users toward non-technical business teams.
- Mapped **50+** U.S. AI, developer tools, cloud, and startup ecosystem contacts and developed selected relationships; represented Dify at NVIDIA GTC, AWS events, and San Francisco AI / developer conferences to source customer conversations, partner opportunities, and local market feedback.

NextWave Insight

Mar 2024 – Dec 2024 · United States

Co-founder / Market Entry & Growth

- Helped Chinese brands enter the U.S. market through market research, positioning, localization strategy, content testing, and growth channel setup, assessing fit with U.S. users and consumer contexts.
- Designed TikTok product testing and live-stream validation programs, using two-month content and live campaigns to assess product-market fit, user demographics, content feedback, and conversion signals.
- Led growth experiments across TikTok, Instagram, and Facebook; used Google Analytics to analyze user behavior, build paid and content testing loops, and optimize pricing and payment conversion.

EDUCATION

Duke University

Sep 2022 – May 2024

MEng in Electrical and Computer Engineering · GPA: 3.8 / 4.0 · Coursework: Computer Systems; Software Engineering; Technology Business Analysis

Nanjing University of Posts and Telecommunications

Sep 2017 – Jun 2021

BS in Electrical Engineering · GPA: 3.8 / 4.0 · Coursework: Electrical Circuits; Embedded Development; Computer Networks