

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 development, CEO-level strategy, partnerships, and business development for technical AI products.

Focus: market expansion · North America market development · 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, translating North America GTM progress, developer adoption patterns, enterprise AI adoption signals, competitor moves, and partnership signals into ICP, positioning, product narrative, use-case, and partnership strategy recommendations.
- Contributed to investor relations by drafting board and existing-investor updates, mapping strategic relationship opportunities, and converting selected partnership conversations into CEO-level investor pitching opportunities.
- 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.

Scale Social AI

Sep 2024 – Jan 2025 · Raleigh, NC

Business Development Lead

- Shaped GTM and SMB growth strategy for an AI-driven video and social media marketing platform, defining positioning, channel strategy, early acquisition motion, and customer feedback loops.
- Built local partnerships and executed community-led and paid acquisition experiments across Facebook Groups, Reddit, Instagram, and LinkedIn, contributing to a **35%** increase in SMB acquisition.
- Translated customer feedback into product insights, supporting A/B testing, UX refinement, and SMB marketing use-case prioritization.

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