

Elchanan Rotstain



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Head of Marketing | AI, Enterprise SaaS & Technical Marketing

AI-driven Growth and GTM leader with 20+ years of experience building acquisition engines, enterprise marketing systems, and revenue growth strategies across SaaS, AI, enterprise platforms, and digital commerce.

Experienced translating complex technical products and AI capabilities into compelling messaging, demand generation campaigns, and scalable pipeline growth for technical and executive audiences.

Proven success leading full-funnel acquisition initiatives across SEO, paid media, lifecycle automation, content strategy, analytics, CRO, and AI-powered workflows while managing \$1M+ budgets and global growth initiatives.

Strong background collaborating cross-functionally with engineering, product, sales, and leadership teams to launch products, improve adoption, and accelerate GTM execution.

Hands-on operator with deep expertise in AI tooling, LLM workflows, marketing automation, enterprise analytics, and performance optimization.

Core Competencies

Growth & Revenue <ul style="list-style-type: none">• Growth Strategy• Acquisition & Funnel Optimization• KPI / CAC / CPL / ROAS Optimization• Pipeline & MQL Generation• Conversion Rate Optimization (CRO)• B2B and B2C environments• Directed enterprise SEO, SEM, and performance acquisition strategies across B2B and B2C markets, managing campaigns with budgets exceeding \$1M• Growth & Execution: Scaled user engagement by 300% and improved ROI/conversions by 25%	AI & Analytics <ul style="list-style-type: none">• AI Automation & LLM Workflows• Google Analytics / Enterprise Analytics• Revenue Attribution• Performance Marketing Analytics• Founder of startup company in York University incubator for AML: Anti-Financial Crime• Expert at bridging R&D, Sales, and GTM teams to drive product adoption.• Led cross-functional growth, engineering, and marketing teams to execute full-funnel acquisition and conversion optimization initiatives
Technical & Product <ul style="list-style-type: none">• SEO / SEM• CRM & Lifecycle Systems• SaaS & Enterprise Platforms• Cross-Functional Leadership	Product Strategy & Roadmap <ul style="list-style-type: none">• Ruthless prioritization of high-impact features and lifecycle management• Extensive long-term reserve military service in a Military Intelligence unit, specifically in Information Security (INFOSEC) and Systems Security

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Professional Experience

Product & Technology Lead (VP-Level Scope)

Search3w Inc. – Toronto, Canada | 2001 – Present

- Led AI-driven growth and acquisition initiatives across SaaS, enterprise technology, and digital platforms, managing multi-channel campaigns and \$1M+ advertising budgets.
- Built and optimized full-funnel demand generation systems spanning paid acquisition, SEO, lifecycle automation, conversion optimization, analytics, and lead nurturing.
- Translated complex technical and AI capabilities including computer vision, search systems, automation platforms, and LLM-powered workflows into clear GTM messaging and customer-facing positioning.
- Partnered cross-functionally with engineering, product, and leadership teams to support product launches, improve adoption, and align GTM execution with business objectives.
- Developed AI-assisted workflows leveraging ChatGPT, Gemini, and automation tooling to improve campaign research, content generation, performance analysis, and operational efficiency.
- Designed experimentation frameworks across messaging, audience segmentation, landing pages, creative, and funnel optimization, contributing to measurable improvements in conversion efficiency and ROI.
- Supported enterprise-scale systems and campaigns serving global brands including Netflix, LG, and 3M.
- Built CRM and lifecycle marketing workflows to improve lead qualification, customer engagement, and pipeline conversion.
- Drove strategic positioning and growth initiatives for AI and SaaS products operating in highly technical environments.
- **GTM & Content Leadership:**
 - Developed technical marketing narratives and positioning for AI-powered and enterprise technology solutions.
 - Built acquisition-focused content strategies spanning SEO, landing pages, lifecycle campaigns, and conversion-focused messaging.
 - Experience creating executive-facing messaging for technical and business stakeholders.
 - Leveraged AI tools to accelerate research, content ideation, workflow automation, personalization, and campaign optimization.
 - Strong understanding of enterprise buyer journeys and technical stakeholder engagement.

Previous Roles

- 1 year contractor (from Matrix) with Insurance Company
- Systems Analyst & QA Team Lead
- Steering Committee Member – Search Engine Architecture & Schema Engineering
- Built and implemented conversion-focused growth frameworks using CRM automation and lifecycle workflows to improve lead conversion, optimize customer journeys, and increase acquisition efficiency.

Skills

- GTM Strategy
- Demand Generation
- Pipeline Generation
- Marketing Automation
- Lifecycle Marketing
- Technical Product Positioning

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- AI Workflow Automation
- Enterprise SaaS Marketing
- SEO / GEO
- Content Strategy
- CRO
- HubSpot / CRM Systems
- LinkedIn Growth
- Executive Messaging
- Analytics & Attribution
- AI-Assisted Marketing Operations

Education

Guest Lecturer MBA School – University of Alberta, Canada (2012–2013)
Certified System Analyst – Bar Ilan University (High Honours, 1000+ hours)
Oracle DBA – John Bryce Training, Tel Aviv

Military Service

IDF – Paratroopers (Signal Operator)
Reserve – Classified Cyber Intelligence Unit (8200-equivalent)

Languages

Hebrew – Native
English – Native