

Alexei Udall

AI GTM, Partnerships & Commercial Growth

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Senior partnerships and GTM builder with seventeen years of commercial experience across global ecosystems, technical SaaS sales, data infrastructure, AI products and consulting. Generated EUR 326k across more than forty advisory mandates from 2023 to 2025, with 6x year-on-year growth and full ownership from prospecting through negotiation and close. Led global partnership initiatives at Yield Guild Games and KAP Games, where partnership work supported more than 200 game onboardings. Currently Head of Marketing at Teneo Protocol, building commercial narrative and AI-enabled GTM systems around agent infrastructure.

17

years commercial

EUR 326k

advisory revenue

40+

closed mandates

200+

games supported

Core capabilities

Full-cycle pipeline ownership and negotiation
AI product GTM, positioning and education
Technical discovery and executive communication
Cross-functional early-market leadership

Strategic partnerships and ecosystem development
Acquisition, activation and referral systems
AI-enabled commercial and knowledge workflows
CRM discipline and repeatable GTM playbooks

Experience

Teneo Protocol | Head of Marketing

APR 2026 TO PRESENT · AI-AGENT INFRASTRUCTURE

- Own commercial narrative and go-to-market across an AI-agent ecosystem, translating technical capability into value for partners, enterprise prospects, developers and users.
- Build commercial enablement including ICP definition, discovery frameworks, objection handling, outbound support and repeatable campaign playbooks.
- Build and run AI-enabled workflows using LLM agents and prompt systems to scale research, qualification, campaign development and content production.
- Coordinate across product, operations, founders and community teams to align commercial priorities with execution and user feedback.

Metaverse Solutions | Founder and CEO

2021 TO PRESENT · ADVISORY AND CONTRACTING ENTITY

- Built a full-cycle growth, partnerships and business-development practice for emerging-technology companies.
- Generated EUR 326k across more than forty closed mandates from 2023 to 2025, with 6x year-on-year growth; owned prospecting, discovery, proposals, negotiation, close and reporting.
- Advised more than thirty technology companies on GTM, partnerships and distribution; supported strategic investments in more than ten projects.
- Served as the contracting entity through which several embedded operating roles were delivered, explaining overlapping dates.

Synternet | Head of Growth

2025 TO 2026 · AI PRODUCT SUITE AND DATA INFRASTRUCTURE

- Owned commercial growth across acquisition, activation, retention and monetisation for an AI product suite.
- Built the GTM for a new AI product, a repeatable ecosystem-expansion playbook, and referral and ambassador programmes for community-led acquisition.

Experience continued

KAP Games | Head of Partnerships & Investments

2023 TO 2025 · GAMES DISTRIBUTION PLATFORM

- Led partnership strategy and execution; sourced, negotiated and managed relationships whose work supported more than 200 game onboardings.
- Managed relationships across developers, platforms, technology providers, investors and funding sources, coordinating integrations and joint promotion.
- Built the investment strategy and commercial diligence process from scratch in a technically complex early market.

Yield Guild Games | Head of Partnerships

2021 TO 2023 · GLOBAL GAMING ECOSYSTEM

- Led global partnership initiatives as an early team member, sourcing, negotiating and managing strategic relationships across games, platforms and ecosystems.
- Built scalable partnership processes and performance metrics, mentored team members, and executed international co-marketing and community activations.

Memotech | Technical Sales Executive

2015 TO 2021 · BUSINESS SOFTWARE AND SOLUTIONS

- Spent five and a half years in B2B technical sales across CRM, ERP, EPOS, eCommerce, workforce-management and related SaaS solutions.
- Owned technical qualification, solution scoping, demonstrations and post-sale support without a separate sales engineer, selling from startups to large Irish corporates.
- Built partnerships with software companies and hardware manufacturers to extend the product portfolio.

Earlier commercial experience

2008 TO 2015 · SALES, ACCOUNTS, RECRUITMENT AND TEAM LEADERSHIP

- Sold digital advertising, Google Ads, SEO and websites to Irish SMEs; ran full-cycle recruitment and earlier telesales teams.
- Managed a 100+ account B2B trading book in London, including Michelin-starred restaurants, five-star hotels, hospitals and contract caterers.

Applied AI and public proof

- Use coding agents, multi-agent orchestration, prompt-system design and source-of-truth documentation as daily operating infrastructure.
- Designed governed multi-agent workflows with explicit roles, handoffs, permissions, evidence boundaries and human decision rights.
- Released public MCP servers for job discovery, credential brokering, agent handoffs and governed vault/GitHub access.
- Built and deployed alexeiudall.com, its recruiter-facing MCP and Rokumon Games; publish practical writing on agents, adoption and knowledge systems.

Education and selected credentials

- BA History and History of Ideas, Goldsmiths, University of London
- Claude Code 101, Anthropic
- AI Fluency: Framework & Foundations, Anthropic
- Linux Foundation Hyperledger LFS171x
- HubSpot Sales Certification