SAITOC

Austin, Texas
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LinkedIn

Tudor Saitoc.



I sell software, build companies, and put AI to work.

First sales hire. Enterprise accounts. Companies of my own. Now I run Saitoc, building brands, websites, publishing workflows, and custom software with AI tools.

Grovo 2013–2015

20%
Month-over-month ARR growth with the first class of hires.

+200%
Walmart account growth. Closed it. Helped expand it.

First.
Salesperson hired at the New York headquarters.

Two ways to work together

For your business.

Client marketing, websites, publishing workflows, and custom software through Saitoc.

For your AI company.

Forward-deployed or solutions engineering. Bring me in to sell, build, and work with customers.

From selling to building

Saitoc
Founder · Dec 2025–present
I work with Claude and Codex to build brands, websites, marketing programs, and custom software for founder-led businesses.

Grovo
2013–2015
Account Executive to Director, Enterprise Accounts. Sourced, closed, and expanded business including Lufthansa and Microsoft. Built sales systems and managed the first class of hires.

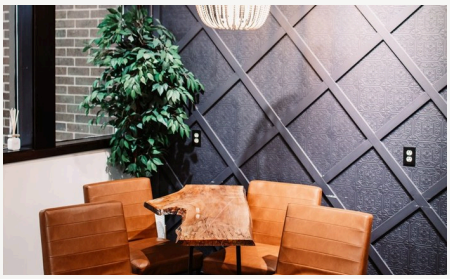
Splash
Enterprise Sales Director · 2016–2017
Won an enterprise account before carrying quota. Found prospective accounts with open source tools for social listening, demand generation, and prospecting.

Vonage
Director, GTM Strategy
2018–2019

Assembly
CRO · Sep 2020–Apr 2021
Part-time advisor through Mar 2022

Built for real businesses.

A few things I've put into practice.



Salon · Madison, Wisconsin

Julia Grace Salon

Run the salon's marketing: strategy, a staff-led photo program, social publishing, approvals, and delivery checks. The owner sees what ran and what's next on one studio desk.

Marketing strategy / Social publishing / Client portal

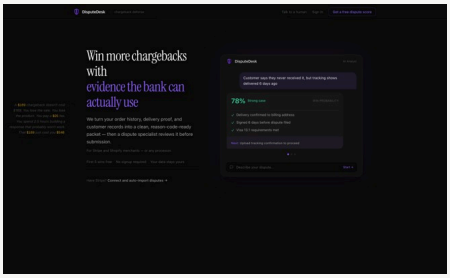


Yoga studio · Austin, Texas

Kaiut Yoga Austin

Built the brand and marketing system: visual design, writing guidelines, social posts, newsletters, print, and a client portal.

Brand system / Newsletters / Print / Client portal



E-commerce software · Jan–Feb 2026

DisputeDesk

Founded and built chargeback defense software. It turns order history, delivery proof, and customer records into evidence tied to a dispute's reason code, then drafts the response.

Product / Evidence packets / Response drafting

Companies of my own

YANA · 2020–2025. Cofounder, then advisor. Built the operating side of a social platform for people in recovery and the sober curious.

Seeng Thngs · 2023–2024. Founder. Luxury performance apparel: brand identity, custom patterns, tech packs, and manufacturer samples.

At the keyboard

Python / TypeScript / Next.js / Postgres / Supabase / Bash / systemd / Claude / Codex

Studied Computer Science at Penn State. Left without a degree to sell software.

Let's put it to work.

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