

# AI In GTM 2025

Adoption, Impact,  
and Strategic Outlook

PRESENTED BY



CAPTIVATE TALENT

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WHALEBOSS

# Executive Summary

The artificial intelligence (AI) revolution in go-to-market functions has moved beyond experimentation into mainstream adoption. Our industry-leading survey of over 100 CEOs, founders, and C-suite executives reveals AI as a strategic imperative reshaping how sales, marketing, and customer success teams operate.

The data tells a compelling story: 86% of GTM professionals use AI tools daily, while 95% of organizations are boosting their AI investments—with over half planning increases exceeding 50%. This commitment is delivering results, as over 80% report significant or moderate productivity gains.

Yet beneath this enthusiasm lies a complex implementation reality. Our analysis of usage patterns, investment priorities, and strategic implications reveals both immense opportunity and practical challenges—from capability gaps and training needs to the ongoing quest to balance efficiency with quality—that define AI's transformative role in modern go-to-market operations.

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AI has shifted from an experiment to a boardroom mandate. For CEOs and revenue leaders alike, mastering AI in go-to-market is no longer optional—it's existential.

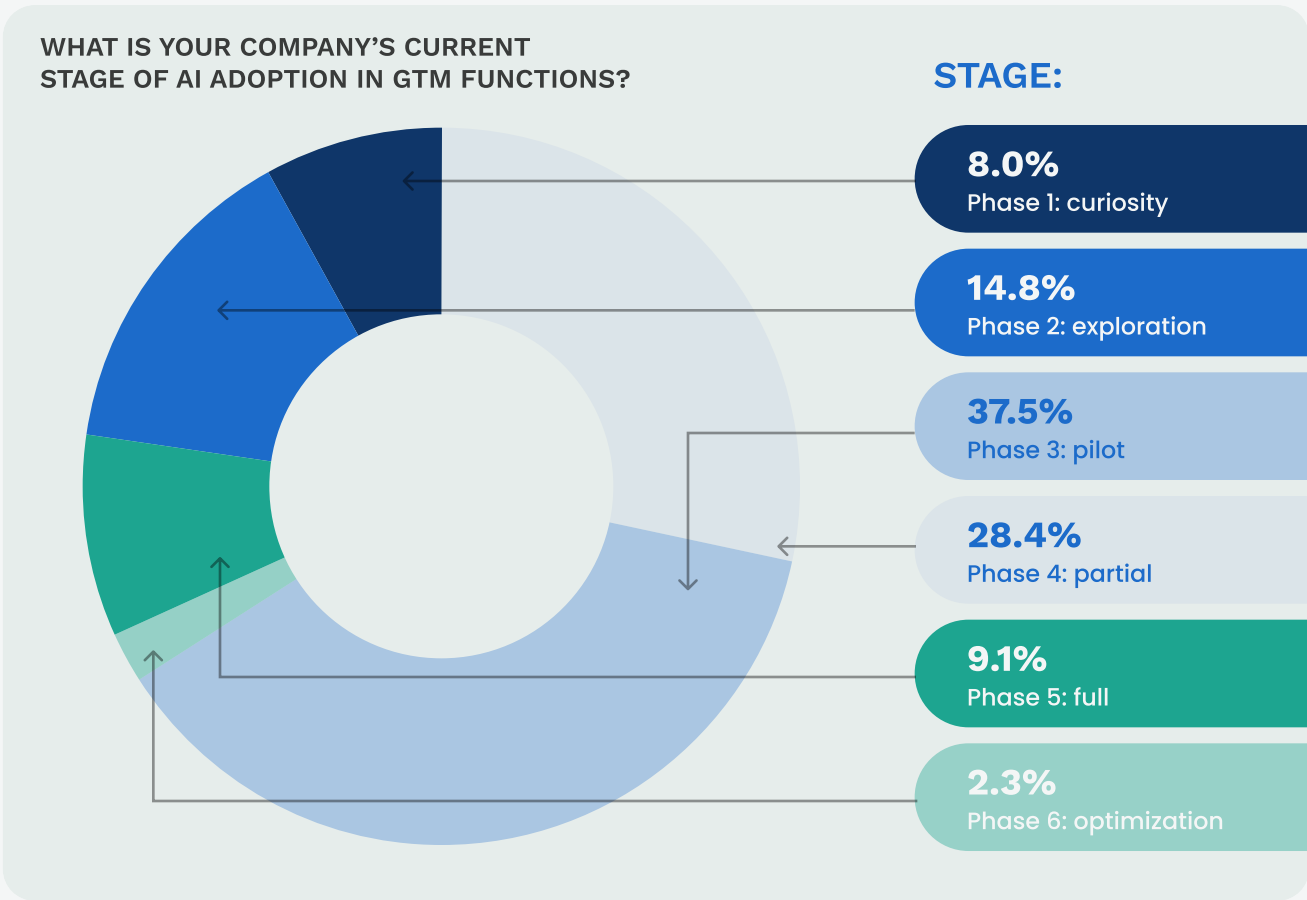
Should say Chris Gannon (*Founder at Captivate Talent*)  
& Ryan Staley (*Founder at Whale Boss*)

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# The Current Adoption Landscape

The adoption of AI across go-to-market functions has reached a tipping point. Organizations are no longer questioning whether to adopt AI, but how quickly they can scale implementation. Over 90% of organizations have explored, piloted, or implemented AI, with 10% reporting full implementation with AI becoming foundational to their strategy.

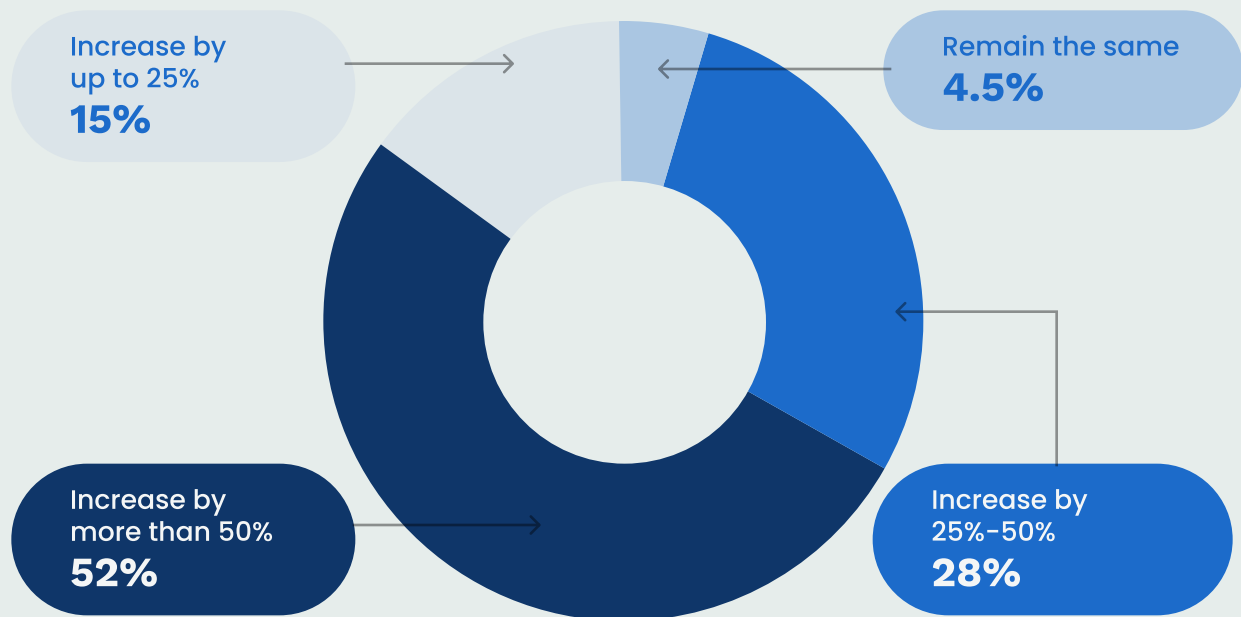


This distribution reveals a market in rapid transition, with significant growth potential among the two-thirds still in early stages, while fully implemented companies provide proof points for AI's transformative impact.

# Investment Momentum

Financial commitment reflects organizations' confidence in AI's long-term value. Over half of companies expect to increase their AI investment by more than 50% over the next 2 years, with smaller companies making the most aggressive investments, unencumbered by legacy systems. Mid-market organizations balance growth ambitions with operational stability, while enterprises focus on integration challenges and maximizing returns from existing tools.

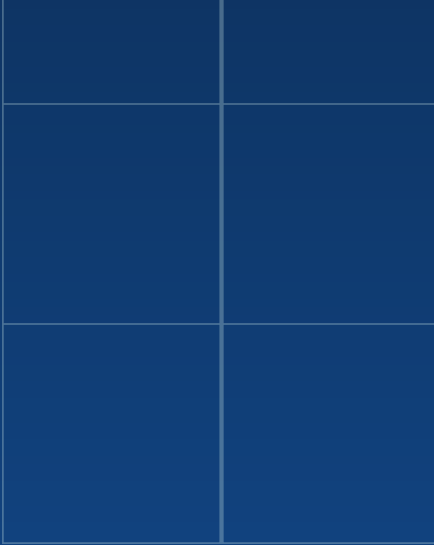
## HOW DO YOU EXPECT YOUR AI INVESTMENTS TO CHANGE IN THE NEXT 2 YEARS?



The breadth of investment commitment—spanning all company sizes—signals that AI adoption has moved beyond early adopters into mainstream acceptance, with organizations making substantial financial commitments.

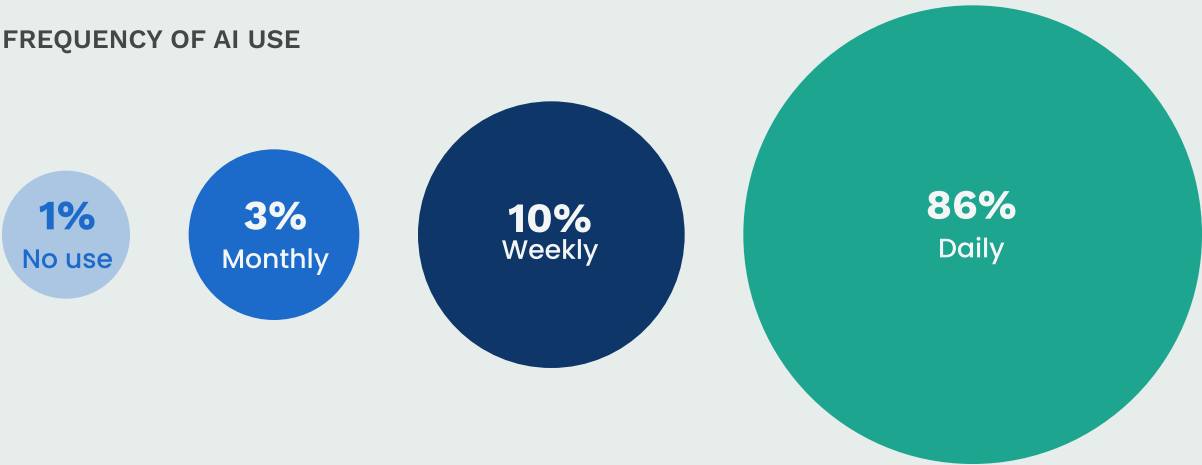


# Current Usage Patterns and Applications



AI tool penetration has reached remarkable levels, with 86% of GTM professionals using AI daily.

## FREQUENCY OF AI USE



## Core Applications Driving Value

AI tool penetration has reached remarkable levels, with 86% of GTM professionals using AI daily.

**84%**

**Productivity enhancement** leads at 84% adoption, with professionals leveraging AI for email automation, note-taking, and meeting summarization.

**79%**

**Content creation and strategy** follows at 79%, enabling teams to produce marketing materials, sales collateral, and proposals at scale.

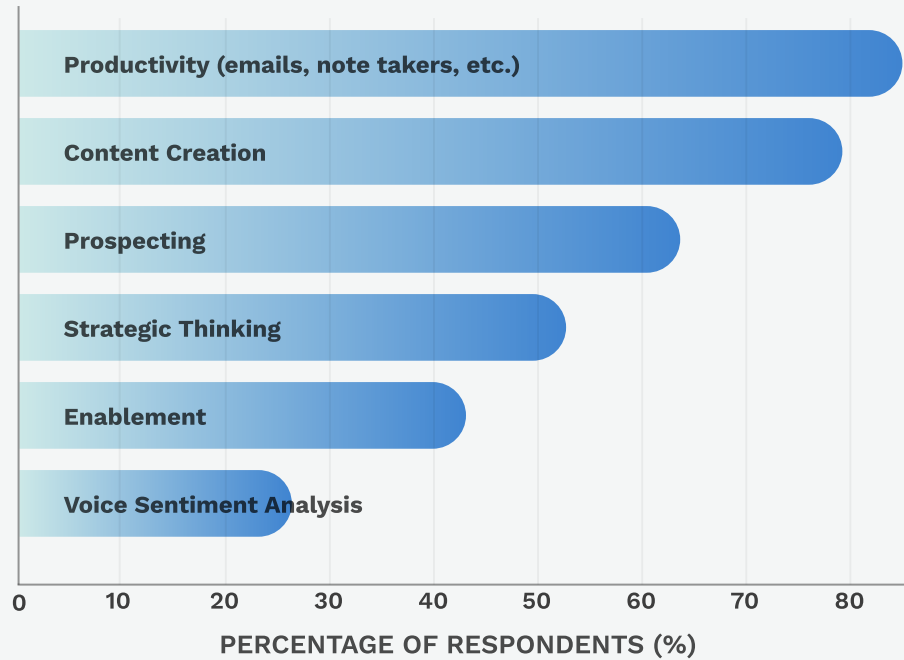
**62%**

**Prospecting and customer engagement** shows 62% adoption for outreach optimization and lead targeting.

**55%**

**Strategic thinking and planning** reaches 55%, with AI supporting thought leadership and campaign development.

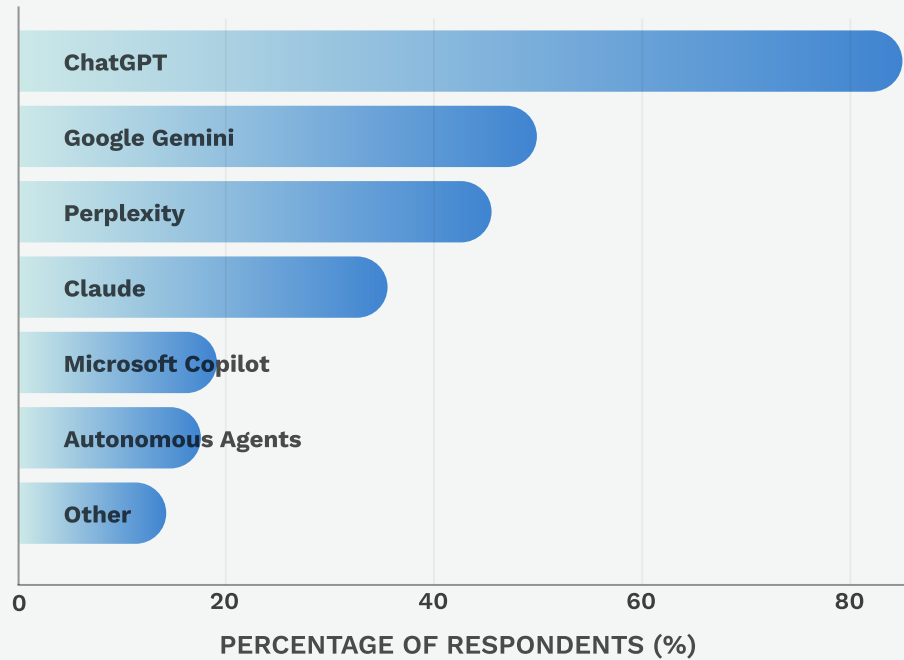
TOP AREAS UTILIZING AI TECHNOLOGIES



## Technology Landscape

ChatGPT dominates the technology stack at 87% usage, nearly double the next most popular LLM. However we’re seeing Claude (33%) used for complex applications and coding and Copilot (19%) used for enhancement within Microsoft’s ecosystem.

TOP AI TECHNOLOGIES USED



# Autonomous Agent Adoption

AI adoption is evolving from tools to autonomous agents capable of executing multi-step workflows. Momentum is building:

## AUTONOMOUS AGENT ADOPTION

PLANNING TO ADOPT  
WITHIN 6 MONTHS

27%

EXPLORING  
POTENTIAL ADOPTION

22%

ALREADY ADOPTED  
AND USING

20%

PLANNING TO ADOPT  
WITHIN 12 MONTHS

13%

This shift marks the next phase of GTM transformation—moving from task automation to process automation. Early deployments focus on lead qualification, pipeline management, and campaign execution, with growing interest signaling agents as a key driver of future efficiency.

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The next generation of GTM strategy won't just be about using AI to score leads or draft copy, it will be about contextual orchestration. Stitching signals across channels, accounts, and buying committees into a single actionable narrative. The real winner will be the 'Zapier of AI,' the one that ties it all together like a ruthless team leader that never sleeps.

— Katherine Lehman, Founder at KT Creativity

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# Impact Assessment and Strategic Implications

84% of GTM organizations report significant or moderate productivity gains, and over half of GTM roles are currently influenced by AI automation, indicating widespread transformation in job functions and responsibilities.

However, team proficiency varies considerably; While 25% of teams demonstrate high proficiency, 37% need substantial upskilling—representing a significant opportunity for organizations investing in AI training programs.

## AI is Becoming a Strategic Priority

AI has evolved from tactical initiative to strategic imperative. Currently, 27% of companies consider AI adoption a top priority while 65% view it as significant. This elevation reflects growing recognition that AI capabilities will become competitive differentiators, driving organizational changes beyond technology adoption—restructuring training programs, revising job descriptions, and reimagining workflows.

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Any board member not already asking three questions should be fired: How are we leveraging AI to reduce headcount? How are we using AI to drive efficiency? How are we using AI to drive effectiveness? Change often needs to start at the top.

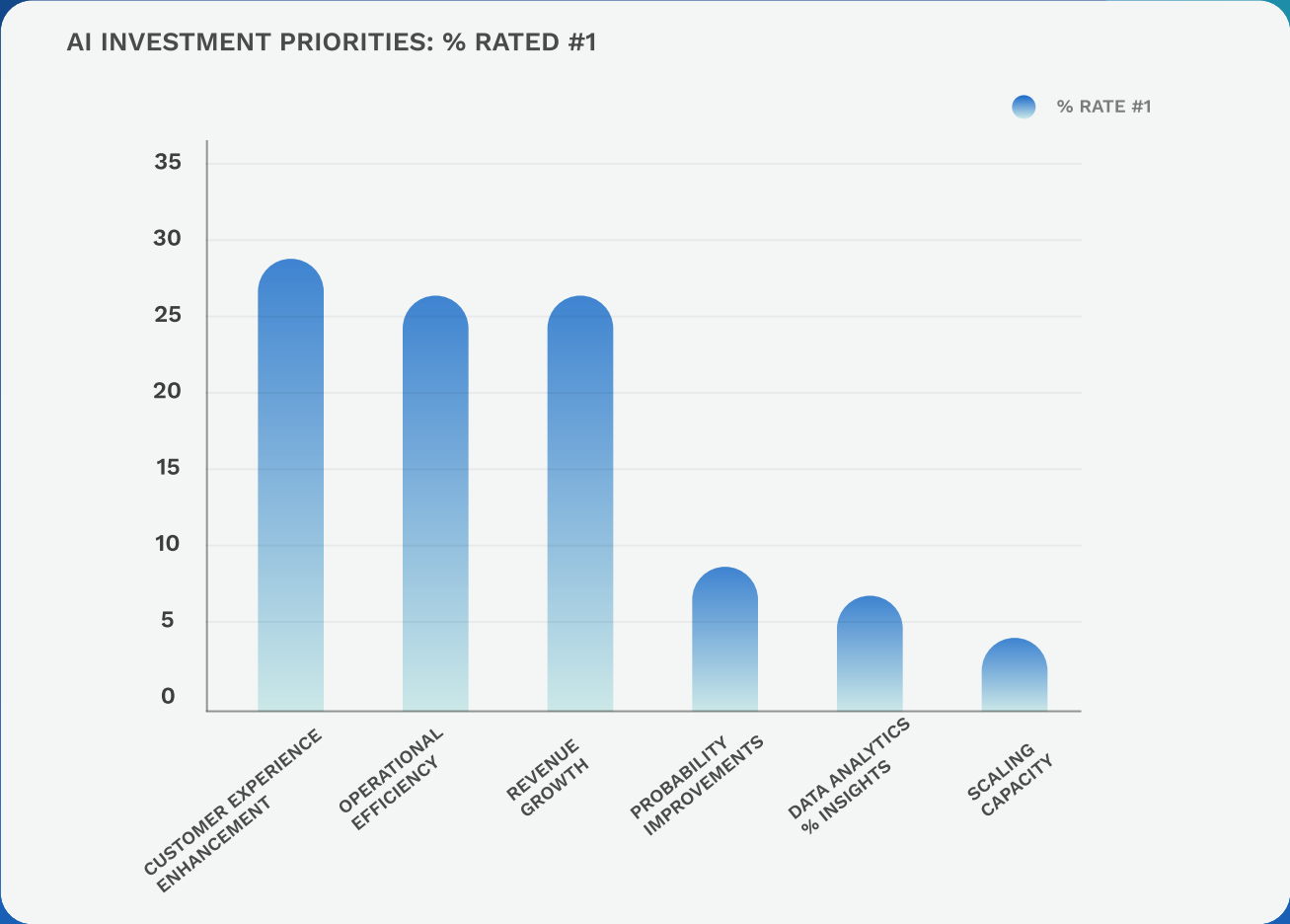
— Neil Weitzman, CEO and Founder at Weitzman GTM

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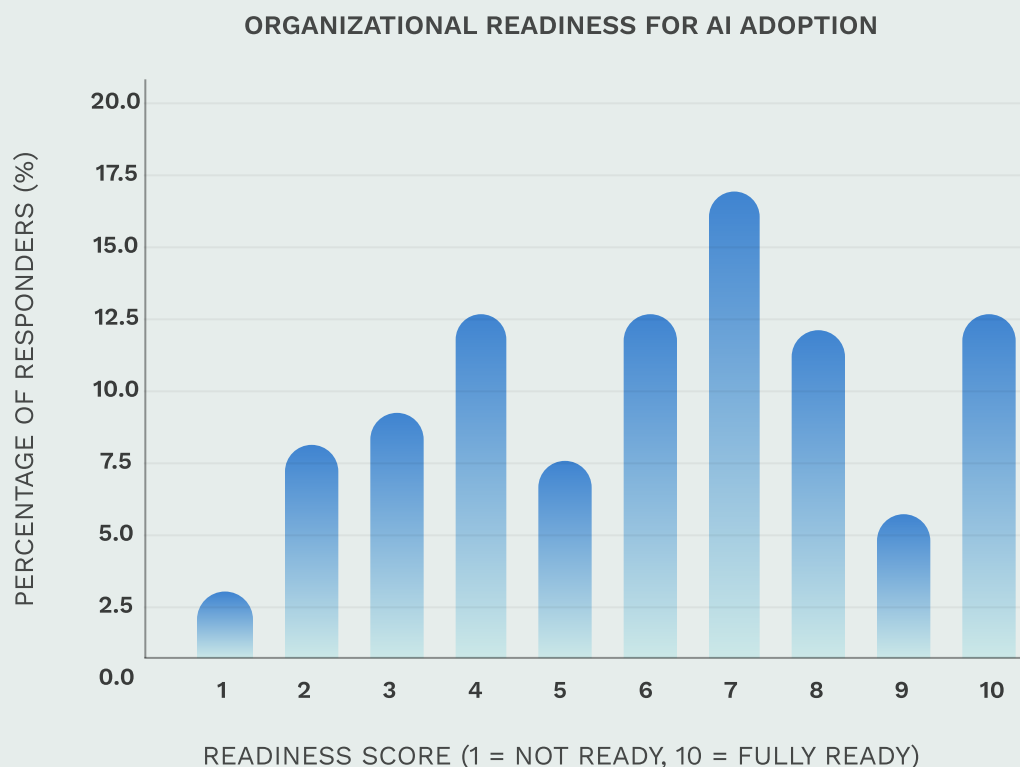
# Aligning AI Investment with Business Objectives

Organizations align AI investments with strategic goals through clear priorities. Customer experience enhancement ranks first, followed closely by operational efficiency and revenue growth, indicating organizations view AI as both a business driver and cost reduction tool



# Organizational Readiness

While AI adoption is accelerating, organizational readiness remains moderate. The average readiness score across all respondents is 6 out of 10, reflecting progress but leaving significant gaps in strategy, execution, and infrastructure.



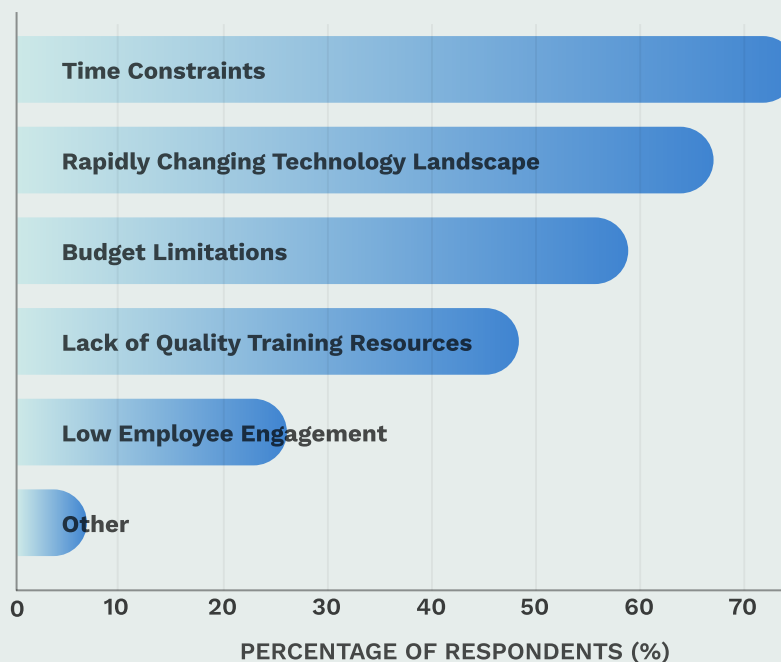
Readiness, however, varies significantly by company profile and leadership perspective. Smaller companies (<\$10M) score highest at 6.7, suggesting agility and fewer barriers to adoption. Enterprises (>\$300M) lag behind at 4.0, with mid-market companies typically falling between 4.2 and 5.9.

Leadership perspectives also show divergence. Directors (9.0) and CROs (8.0) express the greatest confidence, followed by CEOs and Founders (7.7) and Customer Success leaders (7.0). By contrast, Sales leaders (5.3) and Marketing leaders (4.3) report lower scores, reflecting executional and tool-specific challenges.

# Implementation Challenges

Despite widespread enthusiasm, organizations face significant barriers extending beyond technical considerations. Time constraints top the list at 74%, reflecting that AI adoption requires sustained effort competing with immediate operational demands. The rapidly evolving technology landscape follows at 56%, with many struggling to stay current with new developments. Budget limitations come next at 50%, as comprehensive implementation often requires more resources than initially anticipated.

TOP CHALLENGES IN BUILDING AI SKILLS



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The biggest risk isn't AI breaking your business—it's your people not learning it fast enough.

Top performing AI Augmented companies are getting an immediate ROI by providing training, literacy and a systematic path to scale AI role specific use cases. Time isn't the barrier to AI adoption—priority is.

— Ryan Staley, Founder & CEO at Whale Boss

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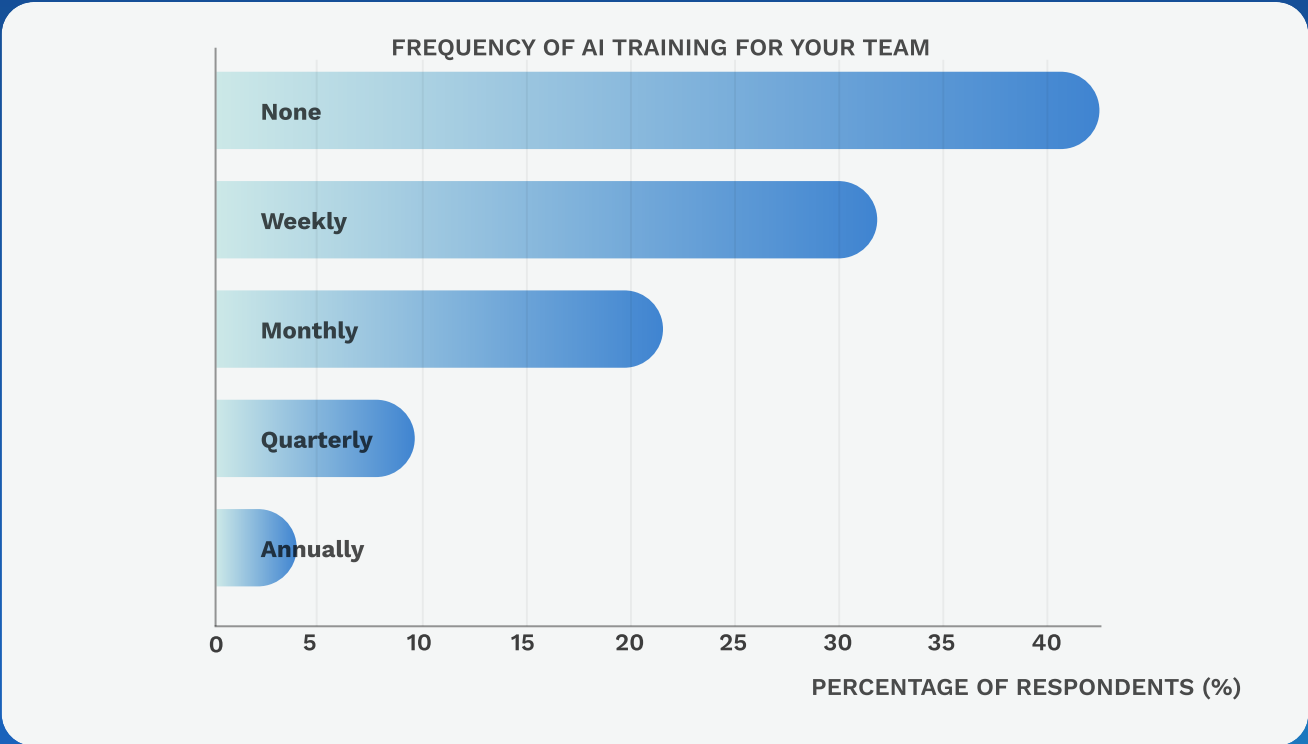
## Technical and Cultural Barriers

Beyond resource constraints, organizations grapple with data quality, security, and integration complexities requiring specialized expertise. Quality assurance emerges as a persistent concern, with organizations struggling to maintain consistent AI output while developing new validation processes.

Change management represents perhaps the most significant challenge—getting employee buy-in requires comprehensive communication, training, and support programs. Organizations must address both technical skill gaps and cultural resistance to successfully implement AI across GTM functions.

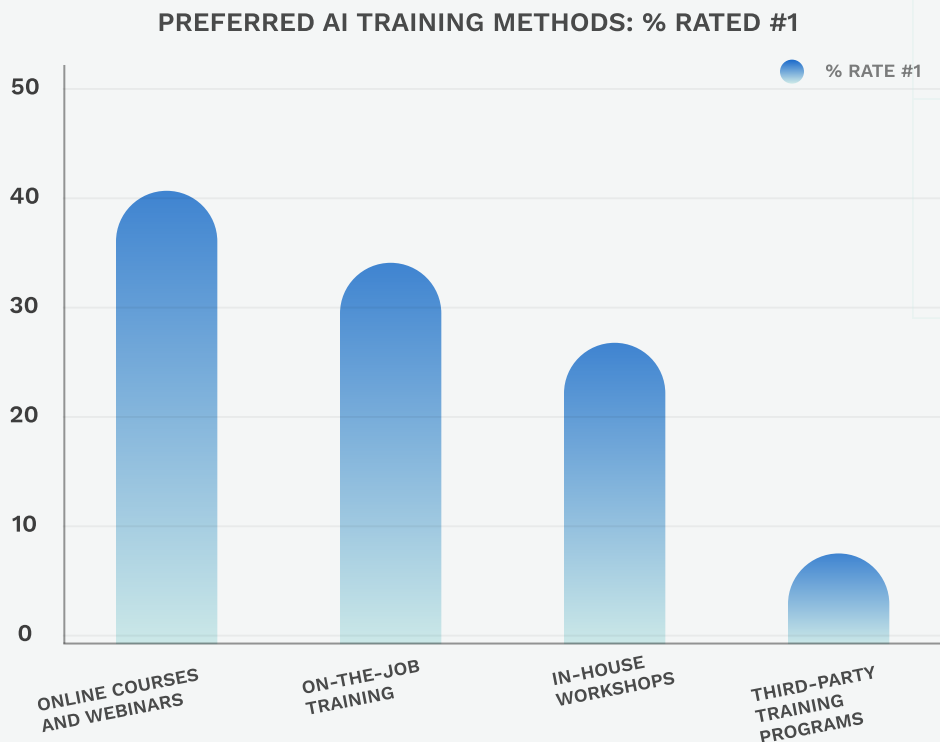
## Skills Development Gap

Despite rating AI training importance at 4.1 out of 5, a significant disconnect exists between recognition and implementation. Currently, 40% lack formal training programs while only 22% conduct weekly sessions.



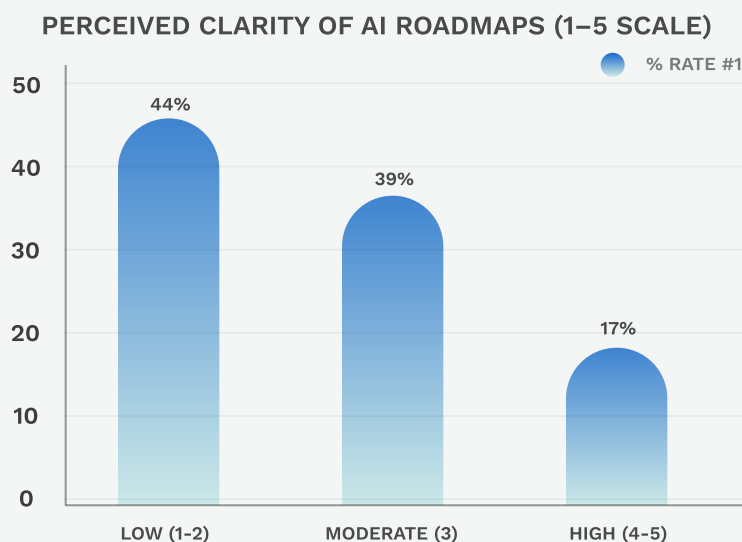


Preferred methods reveal interesting patterns: online courses rank highest for flexibility, while on-the-job training follows closely



## Roadmap Clarity: The Missing Link

Beyond skills and training, many organizations still lack a clear roadmap for AI adoption. Survey responses reveal wide variation in maturity:

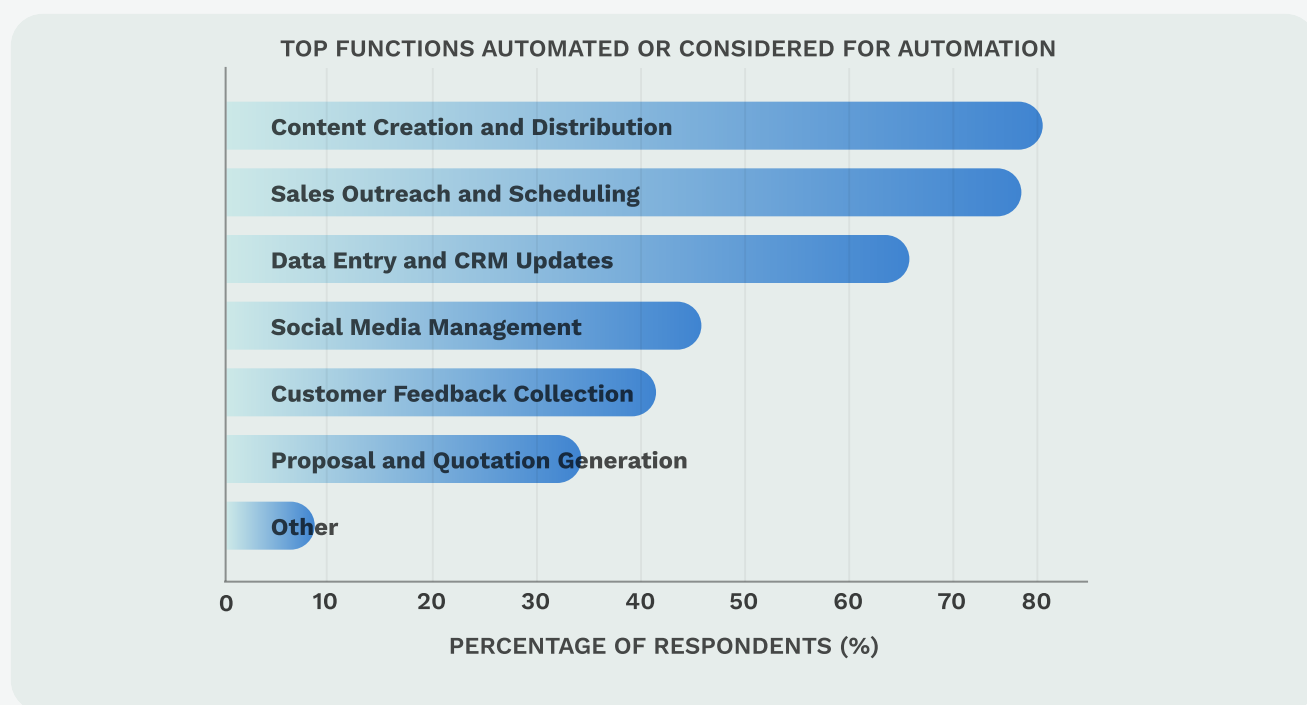


This distribution highlights that while enthusiasm for AI is widespread, structured planning lags behind. For many GTM teams, success will depend not just on experimenting with tools but on defining clear priorities, sequencing adoption phases, and aligning AI initiatives with business objectives.

# Automation Impact and Workforce Strategy

AI-driven automation is reshaping GTM operations, with 56% of roles currently impacted. This varies across functions, with CEOs and founders reporting highest automation impact, followed by operations and sales leaders.

The chart below reveals specific functions being automated, with content creation and distribution leading at 80%, followed closely by sales outreach and scheduling.



## People-First Workforce Response

Organizations are taking a predominantly human-centric approach to automation-driven changes. Rather than reducing headcount, 62% focus on reskilling existing employees, with only 11% reporting workforce reductions. This reflects recognition that AI augments human capabilities rather than replacing them, creating opportunities for higher-value work while AI handles routine tasks.

The emphasis on reskilling creates both opportunities and challenges—avoiding workforce disruption while requiring significant training investment. Success depends on organizations' ability to upskill effectively while maintaining operational performance during transition.

# Strategic Recommendations and Future Outlook

The outlook for AI in GTM functions points toward continued acceleration and sophistication. Organizations are moving beyond basic automation toward strategic applications delivering competitive advantages, with investment priorities shifting toward customer experience enhancement, advanced analytics, and personalization capabilities.

Strategic initiatives include comprehensive training programs, broader adoption of function-specific tools, and development of AI-native workflows designed specifically around AI capabilities rather than retrofitting existing processes. This evolution suggests maturation in implementation approaches, moving beyond efficiency gains toward strategic applications that enhance customer relationships and drive revenue growth.

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Our philosophy is simple: AI should never replace the human experience, it should amplify it. By using AI to make our teams faster, smarter, and more informed, we create more space for empathy, trust, and true partnership with our customers.

— Lauren Hughes, VP Revenue Effectiveness at Justworks

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## Implement Hybrid Training Models

Combine self-paced online learning with hands-on workshops and real-world application, providing immediate opportunities to apply skills in business contexts.

## Start Strategic, Scale Smart

Begin with pilot programs in high-impact areas, as success in limited applications builds credibility and momentum for broader deployment while managing costs and complexity.

## Build Strong Foundations

Invest in data governance, security, and QA processes before scaling applications, as inadequate foundations can undermine implementations.

Organizations should track specific success metrics: training completion rates, practical application in daily work, productivity improvements, and employee confidence with AI tools. These indicators demonstrate both implementation progress and cultural transformation necessary for sustained success.

# Conclusion: The Strategic Imperative

AI adoption in GTM functions has reached a critical inflection point. Organizations approaching implementation with adequate investment in training, infrastructure, and change management are positioning themselves for sustainable competitive advantages.

While enthusiasm is widespread, successful implementation requires comprehensive organizational commitment extending beyond technology acquisition. The companies benefiting most treat AI as strategic transformation rather than tactical upgrade, investing equally in ups-killing existing talent and recruiting professionals who already possess AI fluency.

The future belongs to organizations effectively combining human expertise with AI capabilities. The era of AI experimentation has passed —implementation has begun.

# About Captive Talent

**Building AI-enabled,  
high-performing revenue  
teams, together.**

As the AI revolution transforms go-to-market functions, the demand for talent who can navigate this new landscape has never been higher. Captivate Talent specializes in connecting early-to-growth stage SaaS companies with elite revenue professionals who combine traditional GTM expertise with AI fluency—the rare blend of skills driving competitive advantage in 2025.

Our deep understanding of how AI is reshaping sales, marketing, customer success, and RevOps roles ensures we identify candidates who don't just understand the tools, but can strategically implement AI to drive measurable business outcomes. From AI-savvy sales leaders who can scale outreach while maintaining personalization, to marketing professionals who leverage automation for precision targeting, we find the talent that transforms your revenue operations.

We are a team of human-centered recruiters, innovators, and SaaS experts passionate about helping companies build the AI-augmented revenue teams of tomorrow. With years of expertise in executive search and go-to-market recruiting, we understand both the evolving skill requirements and cultural fit needed to succeed in an AI-first revenue environment.

🌐 [www.captivatetalent.com](https://www.captivatetalent.com)

# About Ryan Staley and Whale Boss

Ryan Staley is the founder and CEO of Whale Boss and a leading voice in AI-driven GTM. An OpenAI Forum member and multi-time winner of the Top AI Thought Leader Award, he's helped 2,300+ GTM executives integrate AI into their workstreams—without adding headcount. Whale Boss serves PE-backed, VC-funded, and publicly traded companies that want AI tied to measurable revenue outcomes.

Whale Boss's flagship 8-week AI Skill Transformation Sprint hardwires AI into revenue teams. You get executive alignment, role-specific playbooks, production-grade use cases, and on-the-job enablement—measured against hard KPIs like time saved per rep, opportunity throughput, and cost-per-meeting. Deliverables include a prioritized AI roadmap, durable prompt systems, an ROI tracker, and lightweight governance to scale what works. If you want AI that moves numbers in 60 days, this is the playbook.



[www.ryanstaley.io](https://www.ryanstaley.io)

# Methodology

This study examines AI adoption across go-to-market functions through a comprehensive survey of business leaders representing diverse industries, company sizes, and organizational structures. The research focused on four critical areas: current adoption stages, implementation challenges, workforce impact, and future investment priorities.

Data collection occurred during Q1 and Q2 of 2025, capturing insights from senior executives including CEOs, sales leaders, marketing leaders, and operations professionals. The participant pool provided strong representation across company sizes, from early-stage startups to enterprise organizations, with particular strength in B2B technology and SaaS sectors.

The analysis combined quantitative metrics with qualitative insights, employing statistical analysis, thematic review, and segmentation by company characteristics. While the study offers a comprehensive view of the current market, it reflects self-reported data with a North American B2B focus and potential overrepresentation of early adopters and technology-oriented organizations.

## Sample Composition

Leadership Roles	34% CEOs and Founders
	26% Sales Leaders (CSOs, VPs, Directors)
	14% Marketing Leaders (CMOs, VPs, Directors)
	10% Operations Leaders (COOs, RevOps, Sales Ops)
Company Size by Revenue	59% Early-stage companies (Less than \$10M)
	18% Growth-stage companies (\$10M–\$50M)
	19% Mid-market companies (\$51M–\$300M)
	3% Enterprise organizations (>\$300M)

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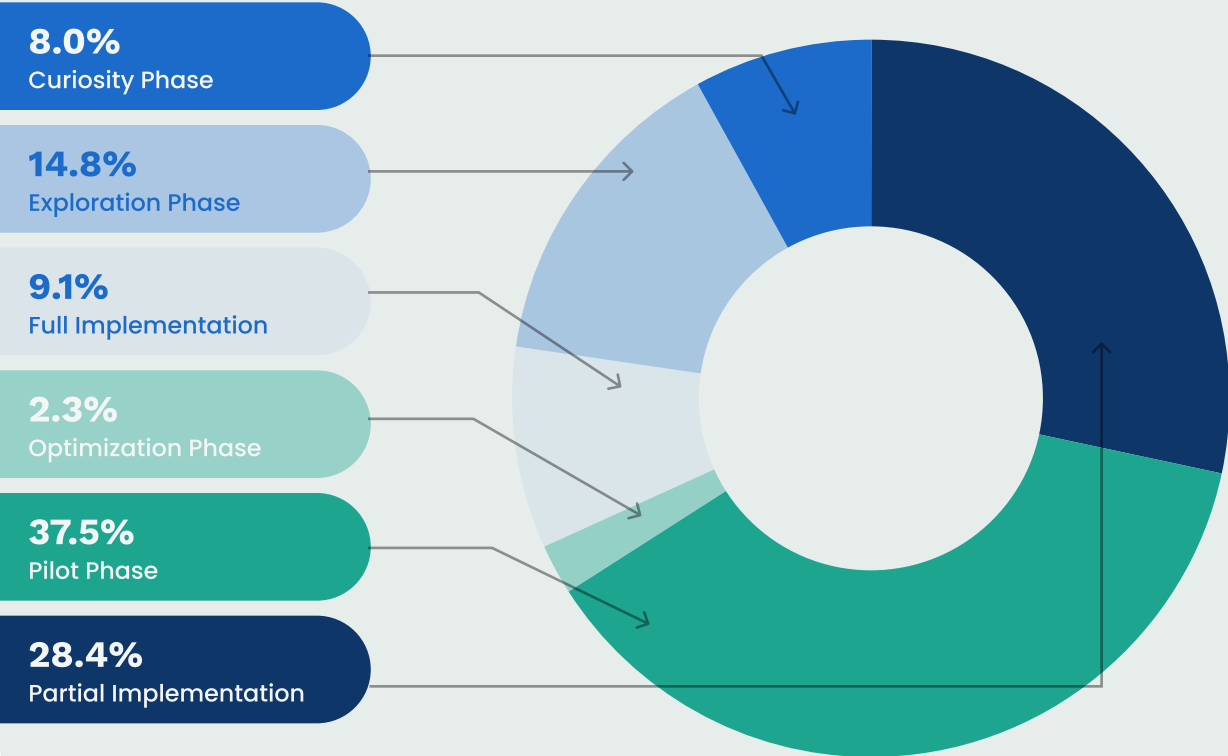


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COUNT OF WHAT IF YOUR COMPANY'S CURRENT  
STAGE OF AI ADOPTION IN GTM FUNCTIONS?



## AREAS UTILIZING AI TECHNOLOGIES (PROVIDED PERCENTAGES)

