

BUILDFUTURE

EVENT_PRESS_KIT // APR_20_2026 // TORONTO

CLAUDE FOR MARKETERS & GTM

Hands-on workshop. Toronto's AI builder community.

- DATE** Monday, April 20, 2026
- TIME** 5:30 PM EST
- VENUE** 46 Spadina Ave, Toronto ON M5V 2H8
- HOST** Build Future // Red Brick Labs
- FOCUS** Claude API, GTM, AI Workflows
- PHOTO** Glen E. Grant – glenegrant.com

EVENT OVERVIEW

ABOUT THE EVENT

CLAUDE FOR MARKETERS & GTM

Build Future hosted a hands-on workshop in Toronto bringing together founders, marketers, and builders to explore one central question: how do marketing and GTM teams use Claude to move faster? Five demo presenters delivered live builds, real workflow demonstrations, and direct conversation about what AI adoption looks like on the ground.

The event drew a cross-section of Toronto's tech, finance, and creative community, consistent with Build Future's history of attracting attendees from Amazon, Google, Shopify, RBC, Deloitte, Ada, Cohere, and 200+ other organisations across 14 events since 2025.

~200 IMAGES CAPTURED	6 LIVE DEMO PRESENTERS	2 HOSTS	5K+ COMMUNITY MEMBERS	14 BF EVENTS TO DATE	500+ EVENT ATTENDEES
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DATE	Monday, April 20, 2026
TIME	5:30 PM – 8:30 PM EST
VENUE	46 Spadina Ave, Toronto ON M5V 2H8
FORMAT	Hands-on workshop + live demos + networking
FOCUS	Claude API, GTM workflows, AI marketing operations
ORGANISER	Build Future // Red Brick Labs
PHOTOGRAPHY	Glen E. Grant – glenegrant.com
GALLERY	Available for editorial and community use with credit

ORGANISER PROFILE

BUILD FUTURE

Build Future is Toronto's AI builder community, founded by Saurabh Suri and Robleh Jama. It runs events, media, and tools for people building with AI. What started as one person throwing events out of pocket grew into a community of 5,000+ members spanning big tech, finance, consulting, Canadian startups, and venture capital.

Formerly known as Not Robots, Build Future has hosted 14 events since 2025, including partnered events with Anthropic at Ada and Shopify HQ, Claude Code meetups, and Vibecode + Cowork sessions. The Claude for Marketers & GTM event on April 20, 2026 marks its continued expansion into hands-on, model-specific practitioner workshops.

COMMUNITY REACH

BIG TECH	Amazon, Apple, Google, Meta, Microsoft, Shopify, Salesforce, NVIDIA, IBM, Snowflake
FINANCE	RBC, TD Bank, BMO, Scotiabank, CIBC, Wealthsimple, Manulife, OMERS
CONSULTING	Deloitte, KPMG, PwC, Accenture, EY
CA TECH	Ada, Cohere, StackAdapt, Faire, Dayforce, Loblaw Digital, Fullscript
VC	Inovia Capital, Golden Ventures, Georgian, BDC Capital, Antler
UNIVERSITIES	U of T, Waterloo, McMaster, Queen's, McGill, Western, TMU, York
+ MORE	Intuit, AMD, Cisco, Autodesk, Thomson Reuters, Instacart, Okta, Pfizer, Sanofi, GM, Government

CONNECT

WEBSITE	buildfuture.ai
X / TWITTER	x.com/buildfutureto
LINKEDIN	linkedin.com/company/buildfuture
DISCORD	discord.gg/buildfuture
EVENTS	luma.com/buildfuture

EVENT HOSTS

THE HOSTS

HOST

Saurabh Suri

AI Lead, Red Brick Labs // Co-founder, Build Future

Saurabh Suri is the AI Lead at Red Brick Labs and co-founder of Build Future, Toronto's AI builder community. He co-organized the Claude Code Meetup Toronto partnered with Anthropic at Ada (900 signups), the OpenAI Codex Community Meetup at Shopify HQ, and the Claude for Everyone event at New Stadium. The Claude for Marketers & GTM workshop on April 20, 2026 is the latest in his commitment to building accessible, practitioner-first AI events in Toronto.

CONTACT: suri@redbricklabs.io // (416) 827-8360WEB: redbricklabs.io

HOST

Robleh Jama

Co-founder, Boom Vision // Co-founder, Build Future

Robleh Jama is the co-founder of Boom Vision and co-founder of Build Future alongside Saurabh Suri. A long-standing Toronto tech community builder, Robleh has co-hosted 14 Build Future events since 2025, including the Shopify OpenAI Codex meetup that drew 800+ signups. He describes the current AI era as the most fast-paced and exciting period in technology he has witnessed.

CONTACT: rj@boomvision.coWEB: boomvision.co

DEMO PRESENTERS

THE BUILDERS

DEMO // AI SYSTEMS

Vladimir Druts

Founder, Horizon.ai

4x founder and self-described 'Augmented Human,' based in Toronto. Druts is the founder of Horizon.ai, building AI systems for the next generation of human-computer interaction. Prior ventures include co-founding Hush, billed as Canada's fastest growing sleep brand and a Forbes 30 Under 30 recognition, FRWRD Skincare, and FocusMe, a distraction-blocking productivity application featured by the BBC. Druts participated in the 2017 Asilomar AI Principles Conference and is an active voice on AI ethics in Canada.

WEB: horizin.ai // LINKEDIN: linkedin.com/in/vdruts

DEMO // GTM & OUTBOUND

Yusuf Ahmed

Founder, Zevenue

Founder of Zevenue, a Toronto-based sales development agency for B2B SaaS companies specializing in AI-powered outbound systems. Ahmed built Zevenue after being laid off in 2020, growing it from a side project into a focused GTM operation serving early-stage startups from 2 to 200 employees. His demo focused on AI-driven outbound workflows using tools including Clay, squarely aligned with the event's marketing and GTM focus. Educated at Queen's University.

WEB: zevenue.co // LINKEDIN: linkedin.com/in/itsyusufahmed

DEMO // MARKETING OPS

Adam Frank

Head of Marketing, Rootly

Head of Marketing at Rootly, an AI-native on-call and incident management platform trusted by LinkedIn, NVIDIA, Canva, Grammarly, and hundreds of engineering teams worldwide. Rootly has raised \$15.2M and is headquartered in Toronto. Frank brings a dual perspective to the event: deep personal experience in incident response operations combined with front-line responsibility for marketing at a high-growth AI infrastructure company. His demo explored AI application in marketing operations and reliability workflows.

WEB: rootly.com // LINKEDIN: linkedin.com/in/adambfrank

DEMO // CREATIVE & XR

Josh Maldonado

Senior Producer – Creative / AI / XR

Senior producer working at the intersection of media, technology, and culture. Maldonado bridges creative, product, and engineering disciplines across XR, AI, and digital product development. Co-runs CTRL+SHIFT, a Toronto creative tech community event series. Prior work includes Web3 digital collectible drops for Space Jam and DC Comics at Palm NFT Studio. Educated at Toronto Metropolitan University. The most creative-side voice in the event's presenter lineup.

WEB: [linkedin.com/in/joshmaldonado](https://www.linkedin.com/in/joshmaldonado) // LINKEDIN: [linkedin.com/in/joshmaldonado](https://www.linkedin.com/in/joshmaldonado)

DEMO // AGENCY & MARKETING OPS

Ebad Khan

Managing Partner, Process Plus Marketing

Managing Partner at Process Plus Marketing, a Toronto-based marketing services firm with approximately 23 employees. Khan brings prior experience from Blackbaud and TELUS and holds an MBA in Technology and Strategy from McMaster University. His demo represented the agency and client-services perspective on AI adoption, covering practical implementation of AI tools in marketing operations and client workflow environments.

WEB: [processplus.ca](https://www.processplus.ca) // LINKEDIN: ca.linkedin.com/in/ebadkhan

MEDIA USAGE & CREDITS

USAGE GUIDELINES

CREDIT LINES

EVENT	Claude for Marketers & GTM – Build Future, April 20, 2026, Toronto
ORGANISED BY	Build Future // Saurabh Suri & Robleh Jama // Red Brick Labs
PHOTOGRAPHY	Glen E. Grant – glenegrant.com
HI-RES FILES	Available on request for editorial and press use

BUILD FUTURE // PRESS CONTACT

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buildfuture.ai // luma.com/buildfuture

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