

SHAWN KEDING

Launch Strategy & GTM Operations · Cross-Functional Program Leadership · AI-Powered Efficiency

Wilmington, NC · keding.shawn@gmail.com · 828-384-7297 · linkedin.com/in/shawn-keding-aa833b378

SUMMARY

GTM operator with 15 years building launch strategy and marketing operating systems from scratch, then running them at speed. At a venture-stage SaaS, owned end-to-end go-to-market for a continuous stream of product and feature launches while leading 24 people across marketing, product, and customer success, so cross-functional alignment was structural, not negotiated. The launches he ran powered 20x revenue growth (\$20K to \$400K weekly recurring in 24 months). A systems thinker who turns winning one-off executions into playbooks, templates, and operating rhythms a team can run without him. Today designs and operates AI-powered pipelines that compress launch production from weeks to days while raising quality, exactly the efficiency mandate this role calls for.

HOW THIS MAPS TO THE ROLE

- **Launch operating system, built from scratch:** created the launch playbook at a company that had none: planning calendar, owner assignment, asset templates, enablement checklists, and review rhythms that took launches from ad hoc to repeatable
- **Scope locked early, owners named:** ran launch planning that fixed scope, timelines, and a directly responsible owner per workstream up front, because at a 30-person company rework was a luxury no one could afford
- **End-to-end program management:** coordinated product, engineering, marketing, sales, and support on every launch: integrated plan, dependencies, enablement, and post-launch measurement
- **Downstream enablement:** owned customer success alongside marketing, so sales scripts, support readiness, and onboarding updates shipped with the launch, not after it
- **Scorecards and retrospectives:** every launch measured against revenue and adoption targets, with post-launch loops that fed directly into the next plan and the roadmap
- **Executive communication:** operated as the GTM voice in company leadership for six years, framing decisions, tradeoffs, and risks for founders and the board
- **AI for efficiency and quality, in production:** designed and operates LLM-based systems producing launch assets, enablement docs, and full web properties in days; 500+ assets shipped; teaches the workflow to others
- **Enterprise program management, from the start:** at Vision Technologies, program-managed complex, long-cycle enterprise rollouts, converting transactional sales into multi-year maintenance and service contracts with major school districts and healthcare systems and driving over \$250M in sales

EXPERIENCE

Chief Marketing Officer · Hendy Street Produxions

Wilmington, NC · 2024 to Present

- Build go-to-market and launch systems from first principles for a portfolio of client engagements: positioning, plan, assets, enablement, measurement
- Designed an AI-native production operating system (intake, templates, quality gates, deployment) that delivers agency-scope launch packages in days at consistent quality
- Run every engagement as a program: defined scope, milestones, owner clarity, and a single source of truth for status and decisions
- 15+ production web properties and 500+ assets shipped in the past 12 months with documented, repeatable process

Marketing Director · Launch & GTM Lead · Connected Investors

Venture-stage real estate investment SaaS · Oct 2017 to Nov 2023

- Owned go-to-market for a continuous stream of product and feature launches: positioning, pricing, integrated plan, asset production, sales and support enablement, and post-launch measurement
- Led **~24 people across marketing, product, and customer success** (80% of a 30-person org), giving launches a single accountable owner across functions
- Launches and the GTM engine behind them drove weekly recurring revenue from **\$20K to \$400K (20x) in 24 months**
- Built the launch playbook from scratch: planning calendar, templated assets, readiness checklists, and review rhythms that turned personally-run launches into systems the team executed at volume
- Ran post-launch retrospectives against revenue and adoption, translating findings into roadmap input and the next launch plan
- Reported launch status, risks, and results to founders and the board with clear asks and early escalation

Director of Lead Generation · Keller Williams Realty

Aug 2014 to Sep 2017

- Directed a **14-person team** and built the demand-generation operating system feeding producing agents during a period of unprecedented franchise growth
- Designed the processes, reporting, and prioritization that kept a high volume of concurrent campaigns on schedule

Enterprise Sales · Vision Technologies

Started as Intern · Early Career

- Joined as an intern and transformed the business model from selling refurbished devices to schools into long-term maintenance and service contracts
- Program-managed complex enterprise rollouts end-to-end, landing and growing contracts with some of the largest school districts and healthcare systems in the country
- Drove over **\$250 million in sales**, building durable, recurring enterprise relationships instead of one-off transactions, and influenced senior stakeholders without direct authority

TOOLS & METHODS

Launch planning & program management · GTM strategy · Cross-functional operating rhythms · Playbook and template systems · Sales & support enablement · Readiness reviews & retrospectives · KPI scorecards and executive reporting · Change management (led a full transition to AI-assisted production) · Claude & LLM efficiency pipelines · GA4 & funnel analytics · Next.js / Vercel (ships production systems personally) · Cloud/SaaS recurring-revenue business model, lived for 6+

years

EDUCATION & DEVELOPMENT

Self-directed. 15 years inside GTM and revenue-marketing leadership across enterprise sales (\$250M+ at Vision Technologies), a national real estate franchise (Keller Williams), and a venture-stage SaaS (Connected Investors). Daily practitioner of AI-assisted operations with a live portfolio of shipped systems.