

SHAWN KEDING

Polymath Operator · AI Pioneer · An Anomalous Mind

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WHO I AM

I have reached the top of nearly every field I have entered: enterprise sales (where I started as an intern and rebuilt the business model on the way to \$250M+), real estate sales and training, then marketing and product leadership at a venture-stage startup I helped turn around. The pattern is not the industry. The pattern is me. I have a textured, polymathic mind that connects things most people keep in separate boxes, and I use it to build things that did not exist before. I was among the first wave to write books on AI and to build and sell custom GPTs to real organizations. Today I design and ship AI-native products end to end. I am not looking for a seat. I am looking for the right canvas.

THE ARC

It started as an internship. I joined Vision Technologies at the bottom and rewrote what the company was. It sold refurbished devices to schools. I turned that into long-term maintenance and service contracts with some of the largest school districts and healthcare systems in the country, driving over \$250 million in sales. That is where I learned the real money is never in the transaction. It is in the relationship and the system that outlasts it.

Real estate sales and training. At Keller Williams Realty I directed a 14-person lead-generation team and trained producing agents through a period of unprecedented franchise growth. I did not just sell. I built the system that taught others to.

The turnaround. Connected Investors was a venture-stage real estate SaaS that was struggling when I took over marketing and product. I owned go-to-market for a continuous stream of launches and led roughly 24 people across marketing, product, and customer success, about 80% of a 30-person company. We drove weekly recurring revenue from \$20K to \$400K, a 20x lift in 24 months. And I never stopped making the work myself: the videos, the VSLs, the ads, the landing pages that powered the curve.

The AI pioneer. I did not wait for AI to become a department. I was among the first wave to write books on it and one of the first to build custom GPTs and sell them to organizations and businesses. While most people were still asking whether it mattered, I was shipping with it for paying clients.

Now: building what does not exist yet. I run an AI-native studio that takes a brand from concept to a deployed, revenue-ready property in days, not quarters. I build the tools too: **Content Tractor** (AI content production at scale), **Photon Photo Agent** (an AI that runs a photographer's entire post-production pipeline end to end), and **Axis One** (axisonegolf.com), a productized teaching system. 500+ assets and 15+ production web properties shipped in the last year on a documented, repeatable process.

SIGNATURE MOMENTS

- **My AI got me a meeting with Gary Keller.** I had my AI agent reach out on my behalf, as my AI, and explain what I am and what I build. It opened a door to a sit-down with the founder of Keller Williams himself. The medium was the message.
- **I wrote and directed a Super Bowl commercial made with AI.** Real actors blended with AI, produced and directed by me. Broadcast-grade work, new-process pipeline.
- **20x in 24 months.** A failing SaaS to \$400K weekly recurring, owned end to end across marketing and product.
- **From intern to \$250M+.** Started at the bottom at Vision Technologies and rebuilt the business model into long-term enterprise contracts with major school districts and healthcare systems.
- **First-wave AI author and GPT builder.** Books and sold custom GPTs while the category was still forming.

EXPERIENCE

Founder & Chief Marketing Officer · Hendy Street Productions

Wilmington, NC · 2024 to Present

- Built an AI-native production operating system (intake, templates, quality gates, deployment) that delivers agency-scope work in days at consistent quality
- Ship full digital products end to end: positioning, copy, video, design, build, and deploy, with no hand-offs
- Built and shipped proprietary AI products: Content Tractor, Photon Photo Agent, and Axis One (axisonegolf.com)
- Wrote and directed a Super Bowl commercial blending real actors with AI
- 15+ production web properties and 500+ assets shipped in 12 months on a documented, repeatable process

Head of Marketing & Product · Connected Investors

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

- Took over marketing and product at a struggling venture-stage SaaS and led the turnaround
- Drove weekly recurring revenue from **\$20K to \$400K (20x) in 24 months**
- Led **~24 people across marketing, product, and customer success** (80% of a 30-person org)
- Owned go-to-market end to end: positioning, pricing, launch plan, asset production, enablement, measurement
- Wrote and directed the video, VSLs, ads, emails, and landing pages behind the curve while building the playbooks the team ran at volume
- Among the first wave to put generative AI into production marketing and product workflows
- Reported launch status, risk, and results directly to founders and the board

Director of Lead Generation & Agent Training · Keller Williams Realty

Aug 2014 to Sep 2017

- Directed a **14-person team** and built the demand-generation system feeding producing agents
- Trained agents and built the processes, reporting, and prioritization that scaled during unprecedented franchise growth

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
- Landed and grew 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

WHAT I CARRY INTO ANY ROLE

- A revenue line you can point to, not slides: 20x in 24 months, owned end to end
- The rare operator who sets the strategy and still makes the work: copy, video, design, product, code
- A genuine AI head start: shipping production AI before it was a category, now building net-new products with it
- A polymathic range that turns problems other people see as separate into one connected solution
- Pedigree across enterprise sales (\$250M+ at Vision Technologies), a national real estate franchise (Keller Williams), and a venture-stage SaaS (Connected Investors)

TOOLS & METHODS

Direct-response copy · Video direction · Brand & creative direction · GTM and launch strategy · Product & funnel design · Pricing & packaging · Custom GPTs & AI agents · Claude & LLM production pipelines · Next.js / Vercel (ships production systems personally) · GA4 & funnel analytics · Playbook and template systems

EDUCATION & DEVELOPMENT

Self-directed. A career spent achieving at the top of enterprise sales, real estate, and venture-stage SaaS, then a second act as a first-wave AI builder. Author of early books on AI and *How to Talk to the Future*. Daily practitioner of AI-assisted production with a live portfolio of shipped systems and products.