Jonathan Moss

GROWTH / PARTNERSHIPS / REVENUE OPERATIONS

jonathan.david.moss@gmail.com · linkedin.com/in/mossjonathan · jonathan-moss-nuitee.vercel.app

EXECUTIVE SUMMARY

Growth, Partnerships, and Revenue Operations leader, customer-obsessed, with 21 years building durable revenue systems: optimizing existing growth vectors for productivity, and finding new ones, new products, new channels, proven across multi-sided marketplaces matching supply to demand. He pairs knowing what good looks like with the rarer ability to build it from scratch and scale it, from zero-to-one launches to running revenue operations at $15B. Full P&L leadership across revenue organizations at **$15B recurring revenue** scale, with a **median 87% growth rate** across engagements. Trained as an aeronautical engineer; MBA and Harvard executive education layered on top, the engineering discipline drives how revenue is architected, not how it is storied. Currently **EVP of Growth and Revenue Operations at Experity ($200M+ ARR healthtech)** and **Executive Chair of its AI Center of Excellence**, where he built and runs the revenue operating system and incubated **Care Agent** from zero to one, a production multi-agent system orchestrating the full patient journey (**12M+ conversations**, roughly 70% of the customer base), now expanding into Google AI Mode, Samsung Health, and Perplexity/ChatGPT Health. Throughout, he builds high-performing teams and the cross-functional trust a revenue operation runs on, holding leaders accountable and aligned without driving them crazy. **RevOps Practice Lead & Revenue Architect, Winning by Design. Co-Dean, Pavilion AI in GTM School.**

CORE COMPETENCIES

- Multi-Sided Marketplace Orchestration
- Supply & Demand-Side GTM
- Salesforce & RevTech Governance
- Data Governance & Instrumentation
- 0-to-1 Product Incubation
- Mechanisms & Operating Cadence
- Deal Desk, CPQ & Quote-to-Cash
- AI Center of Excellence
- Internal-to-External Platform Pivots
- High-Performing Team Building
- Forecasting & Pipeline Analytics
- Channel & Partner Operations
- Agentic AI / MCP Distribution
- Global GTM (NA, EMEA, APAC, LATAM)
- Cross-Functional Alignment & Trust

PROFESSIONAL EXPERIENCE

Experity · *EVP of Growth & Revenue Operations · Executive Chair, AI Center of Excellence*

2024 – PRESENT

Healthcare technology company providing software and services · $200M+ ARR

Owns GTM strategy, revenue operations, AI, data, the Center of Excellence, and revenue enablement. Built and runs the revenue operating system end to end.

- Revenue **$190M → $220M+** ($216.5M current); EBITDA **+22% TTM**; Bookings **+27% YoY** (101% to goal)
- Bow Tie / Revenue Architecture rebuild: GRR **+5 pts**, NRR **+6 pts** since 2024, **~4x** revenue per unit of demand in two and a half years (Winning By Design methodology)
- Built the **revenue operating system**: federated pods owning outcomes, predictive pipeline, automated enablement, intelligent churn intervention
- Leads and aligns a **cross-functional revenue team** across sales, marketing, CS, and product; drives accountability and alignment without driving the field crazy
- **Executive Chair, AI Center of Excellence**: governance for enterprise AI and agent adoption, the approved tools, connected context, and experimentation boundaries
- Incubated, built, and shipped **Care Agent** (October 2025) from zero to one, a production multi-agent system: orchestration, shared context and memory, tool integration, human-in-the-loop guardrails
- Live in production across **~70% of the customer base**: 12M+ conversations · 3.5M+ users · 2,000+ clinics · now expanding into **Google AI Mode** (Aug), **Samsung Health** (fall), **Perplexity & ChatGPT Health** (early next year)

Booster · *VP of Growth & Rev Ops*

2022 – 2024

Clean-Energy Mobile Delivery Platform

Built the revenue operating system, forecast, planning, and deal desk as one connected engine driving orchestration, then used it to launch a new platform business with full P&L ownership.

- Company revenue **$80M → $150M+**; launched platform business **$0 → $6M+ ARR** inside 12 months
- **$56M in bookings · +79% net revenue · +215% Enterprise segment growth**
- 10x inbound lead volume; 4.6x opportunity creation; –56 day sales cycle; +45% deal size
- Built geo-spatial models for route and location density to drive dynamic pricing and targeting
- Customers: FedEx, Cintas, Aramark, UPS, DHL, AT&T

REEF Technology · *EVP of Growth & Global Revenue Operations*

2020 – 2022

Three-sided marketplace connecting brands, real estate, and consumer demand

Built and ran the brand-to-real-estate-to-demand matching product that pointed the supply teams, real estate and brand partnerships, at exactly what was needed based on live demand, brands keeping their own identity throughout. Pushed to take it external, pluggable marketplace infrastructure other companies could build on, to survive the company's burn rate; the pivot was adopted after departure and remains the company's business model today.

- Revenue **$30M → $100M+** across North America and Europe
- **$70M in new bookings**; +40% conversion rate; +25% deal size; –36 day sales cycle
- **3x revenue from demand-side expansion**; 2x real-estate network enabling 3x more businesses to operate
- Integrated Salesforce, ZoomInfo, Marketo, LinkedIn Sales Navigator into a unified GTM stack
- Customers: Quest Diagnostics, Carbon Health, Wendy's, RBI, 7-Eleven, Walgreens, CVS; partners JLL, CBRE, Cushman & Wakefield

OYO Hotels · *VP Revenue Operations & Enablement* 2019 – 2020

Global travel-tech marketplace · 44,000+ hotels · 1.2M rooms · 80 countries

Built and led RevOps and Enablement for North America and India across both sides of the marketplace: supply (hotel franchise and content relationships) and demand (dynamic pricing, OTA and channel management). Unlike REEF or Care Agent, OYO's model required hotels to fully convert to the OYO brand to capture that value, a bottleneck watched firsthand and since designed around at REEF and Experity.

- Revenue **$17M → $200M+** personal scope; 2.5x direct close rate; +50% deal size; –45 day sales cycle
- **3x margin expansion** from demand side; 2x sales efficiency through an integrated tech stack
- Company scaled to roughly **$1B+ in annual revenue**, validating real demand for a hospitality orchestration layer at scale

T-Mobile · *Sr. Director, Revenue Operations & Enablement* 2016 – 2019

$14B+ revenue · national operation · 190-person team

Led sales operations across a 22-state region ($1B+ budget), then the national revenue enablement organization accountable for **80% of company revenue** across every route to market.

- **+$825M in profit · +2,100 bps NPS**; top 5% performer organization-wide
- Ran **territory, quota, and commission design** across direct, indirect dealer, wholesale, and door-to-door channels
- Wholesale and retail distribution across **Costco, Walgreens, Walmart, Target, Best Buy**; rep ramp compressed **6 months → 1 month**; +25% revenue per subscriber

Verizon · *District Sales Manager* 2007 – 2016

$200M+ P&L · 327,000 customers · 9 territories

- **Top 1% organization-wide**; +48% customer base growth; +57% revenue; +15% NPS
- Developed and promoted **72 employees**
- Submitted 14 innovations to Verizon's Powerful Answers program, generating **$1B+ in revenue**
- Verizon Thumbprint Recipient · Credo Award Winner · Winner's Circle (2013, 2014) · High Potential Leadership Program (16 chosen company-wide)

AFFILIATIONS

- **Winning by Design** · RevOps Practice Lead & Revenue Architect, Ambassador. Body of knowledge and standard for modern revenue operations.
- **Pavilion** · Co-Dean, AI in GTM School. Training hundreds of GTM operators, leaders, and executives; leads the 2,600+ member AI & GTM Executive Community.
- **AI-native GTM architecture** · Creator. A six-layer approach to AI-orchestrated GTM: data, intelligence, context, memory, orchestration, execution, wrapped in cross-cutting observability, governance, and self-learning, deployed live inside a $200M+ ARR healthcare technology company.
- **AI Architecture Lab** · Creator & Instructor (with Sales Assembly). Executive training on agentic AI deployment.
- **Published** · Harvard Business Review, featured on enterprise agentic-AI readiness, the governance discipline he runs as Executive Chair of Experity's AI Center of Excellence · Winning By Design Growth Journal, "Who Owns the GTM System?", on GTM ownership and the data→process→system→application build sequence he has run at OYO, REEF, Booster, and Experity
- **Board & Advisor** · 1Mind, Attive, Nuroverse • **Gartner** · GTM Leadership Ambassador • **OpenAI** · Forum Member

EDUCATION

- Master of Business Administration (MBA)
- Bachelor of Science, Aeronautical Engineering
- Graduate Certifications · Harvard University

KEY PROOF POINTS

ENGAGEMENT	PERIOD	OUTCOME
Experity	2024 – Present	$190M → $220M+ · revenue operating system built · Care Agent live on 4 AI surfaces at 12M+ conversations, ~70% of base
Booster	2022 – 2024	$80M → $150M+ company · $0 → $6M platform ARR · +79% net revenue · +215% Enterprise
REEF Technology	2020 – 2022	$30M → $100M+ · internal-to-external marketplace pivot, now REEF's current model · –36 day sales cycle
OYO Hotels	2019 – 2020	$17M → $200M+ personal scope · 2.5x close rate · 3x margin expansion · company scaled to ~$1B+ revenue
T-Mobile	2016 – 2019	+$825M profit · 80% of company revenue · territory/quota/comp across direct, indirect, wholesale, D2C
Verizon	2007 – 2016	$200M+ P&L · Top 1% · +$1B from innovation program

MEDIAN GROWTH RATE ACROSS ENGAGEMENTS **87%**