

Navi Kang

STRATEGY, OPERATIONS & GROWTH LEADER

Cleveland, OH | Open to NYC / SF | (330) 998-2203 | navikang333@gmail.com | linkedin.com/in/navikang | navikang.co

SUMMARY

13 years building the growth and operating systems behind venture-backed startups and enterprises, driving **\$50M+ in incremental revenue** across 100+ SaaS, eCommerce, and B2B companies. Built and ran the 25-person delivery org behind that work and served as the executive-facing partner to CEOs and boards. Earlier, strategy and analytics at J.P. Morgan, and operating advisor across venture funds.

PROFESSIONAL EXPERIENCE

Northpeak

Oct 2018 – Present

Founder & Operator · Cleveland, OH · Experimentation and growth systems studio

- Built and led an experimentation and growth systems studio, driving **\$50M+ in incremental revenue** for 100+ SaaS, eCommerce, marketplace, and B2B companies through full-funnel GTM redesigns, monetization strategy, and AI-enabled experimentation programs averaging **30%+ conversion lift**.
- Built and ran the client delivery function: a distributed bench of 25 across strategy, design, engineering, and analytics, plus the playbooks and QA that kept programs producing after launch. Increased delivery velocity **40%** and cut research-to-test cycle time **60%**.
- Partnered with CEOs and executive teams on multi-year transformations, closing **6-figure contracts** and aligning board-level growth strategy with revenue, margin, and operating improvements.

SELECTED ENGAGEMENT

Briefing

Nov 2021 – Oct 2025

Business Growth & GTM Lead · Chicago, IL · SaaS investment research platform

- Led a multi-year GTM, monetization, and digital transformation, partnering directly with the CEO, executive team, and Board.
- Redesigned the subscription model and customer journey, driving a **3x increase in conversion rate**, scaling new MRR **6x in 18 months**, and generating 7 figures in incremental revenue.
- Built a demand engine across SEO, affiliates, and paid search, increasing organic impressions **~300% in 12 months**.

Joy Organics

Apr 2019 – Dec 2022

Growth Strategy & Operations Lead, Consulting Engagement · Boulder, CO · DTC wellness brand

- Partnered with the CEO and leadership team on growth strategy and operating transformation, scaling the business from **\$3M to \$9M ARR** (300% YoY) in a competitive, regulated market.
- Built data infrastructure and an experimentation-driven growth model, delivering a **3x improvement in LTV:CAC** and 15%+ increase in customer lifetime value.
- Designed repeatable acquisition and lifecycle systems across sample packs, retargeting, subscriptions, and cross-sell, aligning marketing investment with unit economics.

Work From Here

Oct 2019 – Dec 2023

Co-Founder & CEO · Columbus, OH · Pop-up coworking marketplace

- Built and scaled a two-sided marketplace connecting **1,000+ remote workers** with underutilized spaces. Developed the business model, financial forecasts, and fundraising strategy. **Techstars NYC Winter 2023 finalist**.

J.P. Morgan

Jun 2013 – Apr 2016

Senior Strategist, Analytics & Customer Experience · Columbus, OH · Largest U.S. bank by market cap

- Led a strategy and analytics team optimizing mortgage customer experience, and contributed to an operational efficiency initiative that reduced expenses by **7 figures annually**.
- Partnered with the Innovation team to deploy new branch technologies and design changes nationwide.

ADVISORY

Forward Share Ventures

Apr 2026 – Present

Founding Fractional Expert & Advisor · Operator-led venture studio

- Advise founders on business operations, GTM strategy, and scaling, supporting the creation and growth of human-centered, tech-forward companies.

Rev1 Ventures

Feb 2022 – Present

Venture Advisor · Columbus, OH · Seed-stage venture capital

- Operating advisor to seed-stage founders on GTM strategy, operating cadence, and Series A readiness. **45% average YoY revenue growth** across portfolio companies through engagement strategies, KPI dashboards, and scalable operating systems.

LOUD Capital

Feb 2017 – Oct 2018

Entrepreneur-in-Residence · Columbus, OH · Early-stage venture capital

- Operating partner across 17 portfolio companies. Led GTM and business development at Bylined, driving 28% revenue growth and securing enterprise contracts including The Ohio State University. Contributed to fund-level value creation across **\$100M+** in early-stage and growth equity.

AI SYSTEMS IN PRODUCTION

WAT Framework — Operating architecture separating AI reasoning from deterministic execution: workflows hold institutional knowledge, agents orchestrate, code executes. 25+ SOPs running live.

Client experimentation platform — Designed the six-agent pipeline carrying a client site from intake through crawl, hypothesis, analytics, live experiment, and results. Multi-tenant, with authentication and billing.

Tools: Claude Code, Claude API, MCP servers, agent orchestration, workflow design.

SKILLS

Strategy & Operations: Business planning, monetization and pricing, unit economics, forecasting, KPI design, operating cadence, process and workflow design

Analytics & Measurement: GA4, Google Tag Manager, BigQuery, Google Search Console, Looker, Hex, Excel

Growth & Experimentation: A/B testing, GrowthBook, CRO, user research, heatmaps and session replay, Figma, Klaviyo, Meta Ads

AI & Automation: Claude Code, Claude API, MCP servers, agent orchestration, workflow design, Make, Zapier

EDUCATION

The Ohio State University, Max M. Fisher College of Business — B.S. Business Administration, Economics

May 2013