Navi Kang

GROWTH STRATEGY & BUSINESS OPERATIONS LEADER

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SUMMARY

3x founder with 13 years building growth and operating systems behind venture-backed startups and enterprises, driving $50M+ in additional revenue across 100+ SaaS, eCommerce, and B2B companies. Built and ran a 25-person delivery org while serving as executive-facing partner to CEOs and boards. Earlier, strategy and analytics at J.P. Morgan.

PROFESSIONAL EXPERIENCE

Northpeak

Oct 2018 – Present

Founder & Operator · Cleveland, OH · Growth experimentation studio

- Built and led a growth experimentation studio, driving $50M+ in incremental revenue for 100+ SaaS, eCommerce, and B2B companies through full-funnel GTM redesigns, monetization strategy, and AI-enabled experimentation averaging 30%+ conversion lift. Consistently recognized as a top growth partner by Clutch, DesignRush, and others.
- Built and ran the client delivery function: a distributed bench of 25 across strategy, design, engineering, and analytics, plus the playbooks and QA behind them. Increased delivery velocity 40% and cut research-to-test cycle time 60%.
- Selected client results: Buy Truck Wheels (DTC) — $1.2M incremental revenue, +18% purchase conversion, +12% revenue per user. Black Spectacles (SaaS) — $500K+ annualized in 6 months at 20x ROI.
- 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** · SaaS investment research platform
>
> - Led a multi-year GTM and monetization transformation with the CEO, executive team and Board. Redesigned the subscription model and customer journey, tripling 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.

> SELECTED ENGAGEMENT
>
> **Smarty.ai** — Jan 2020 – Dec 2021
>
> **Fractional Product & Marketing Lead (CPO/CMO)** · Venture-backed B2B SaaS scheduling platform
>
> - Owned product and go-to-market from prototype through public launch, taking it to #1 on Product Hunt. Defined the roadmap, ran user research, and managed UI/UX with a Node and React team.
> - Stood up the measurement stack, acquisition and lifecycle programs.

Joy Organics

Apr 2019 – Dec 2022

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

- Partnered with the CEO and leadership team on growth strategy and operating transformation, scaling the business from $3M to $9M ARR in a competitive, regulated market.
- Built data infrastructure and an experimentation-driven growth model, delivering a 3x improvement in LTV:CAC.

Work From Here

Oct 2019 – Dec 2023

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

- Built a two-sided marketplace connecting 1,000+ remote workers with underutilized spaces. Owned the model, forecasts and raise. Techstars NYC Winter 2023 finalist.

Open Tandoor

Apr 2016 – Jul 2018

Co-Founder & CEO · Portland, OR · Fine-casual Indian restaurant group

- Took it from feasibility research to a funded buildout, two locations, a food truck and a staff of 20–25. Owned the pro forma, the raise, the P&L and daily operations, then sold my equity.

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. Built the business case that replaced phone surveys with email across Consumer & Community Banking, cutting survey expense by $2M a year.
- Wrote and maintained the SAS code that automated all 20 Mortgage Servicing reports, and helped deploy new branch technologies 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.

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. 15% average month-over-month revenue growth across portfolio companies.

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 closing enterprise contracts including The Ohio State University.

AI SYSTEMS IN PRODUCTION

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

Compound — Multi-tenant AI experimentation platform, as product owner and architect: defined the problem, wrote the specs, designed the agent pipeline from intake through crawl, hypothesis, analytics, live experiment and results.

SKILLS

Strategy & Operations: Business planning, monetization, pricing, unit economics, forecasting, KPI design, operating cadence, process design, cross-functional leadership, revenue and margin expansion, digital transformation

Analytics & Experimentation: A/B testing, CRO, market analysis, customer discovery, user research, user experience, product innovation, GA4, Adobe Analytics, GTM, BigQuery, Looker, Tableau, Mixpanel, Amplitude, FullStory, SQL, Excel

Growth & Automation: SEO, content marketing, paid ads (Meta, LinkedIn, Google/YouTube, TikTok, X), GTM strategy, HubSpot, Salesforce, Klaviyo, Clay, Apollo, Instantly, Figma, Claude Code, APIs/MCPs, agent orchestration, Make, Zapier

EDUCATION, HONORS & CERTIFICATIONS

The Ohio State University, Max M. Fisher College of Business — B.S. Business Administration, Economics May 2013

Cum laude · Chimes Junior Class Honorary · Won the stock-pitch subdivision at the University of Michigan (Ross) Undergraduate Investment Competition, against 17 of the top 25 business schools · Fisher Futures, 1 of 14 selected for the investment banking track · KPMG Fast Forward National Leadership Program, 1 of 110 selected in the US and Canada · Putnam Mathematical Competition, invited

Certified: SAS Statistical Business Analyst, Wall Street Prep Financial & Valuation Modeling, Google Analytics