LEADERSHIP PROFILE

Jonathan Moss

Growth, Partnerships & Revenue Operations · Revenue Architect · AI-Native GTM

Jonathan Moss is a Growth, Partnerships, and Revenue Operations leader — customer-obsessed, building durable revenue systems that optimize existing growth vectors for productivity and find new ones, new products, new channels, inside the organizations he runs. With 21+ years engineering scalable, technology-enabled revenue systems across pre-revenue startups to $15B+ public companies, he has delivered a median 87% growth rate with full P&L accountability, large-team leadership, and a career-long thesis: digitizing the physical world. His foundation is engineering (BS, Aeronautical Engineering), layered with an MBA and Harvard executive education. That discipline shows up in how he operates — revenue as a system with engineerable inputs, not a narrative that needs better framing. His highest-leverage skill is connecting dots across signals and anticipating where the market is moving before it moves, designing and launching products ahead of shifts rather than in reaction to them.

As EVP and General Manager at Experity, a $200M+ ARR health technology company, Jonathan leads GTM Strategy, Revenue Operations, AI, Data, Center of Excellence, and Revenue Enablement. He is the executive architect behind **Patient Engagement and Care Agent** — the industry's first multi-agent AI platform orchestrating the full patient journey. Launched in October 2025, Care Agent reached **12M+ conversations, 3.5M+ users, and 2,000+ clinics** as of April 2026. Under his leadership, Experity has delivered revenue growth from $190M to $220M+, EBITDA 22% ahead of plan on a trailing twelve-month basis, bookings 31% year-over-year, and churn 25% below plan. Alongside his full-time role, Jonathan co-founded **AI Business Network**, home of the **Revenue Nervous System** — his proprietary six-layer architecture for AI-orchestrated GTM, built and proven on his own work first and now implemented, disposable and replicable, for small and medium-sized businesses that need to adopt and leverage AI but lack the resources to build it themselves. He co-leads **Pavilion's AI & GTM School**, created and instructs the **AI Architecture Lab** (with Sales Assembly), and co-founded **Cherry3D**, an NVIDIA Omniverse partner whose 3D spatial computing platform has built 140+ world-first Web3 experiences for enterprise customers including Siemens Healthineers, Samsung, MasterCard, and JP Morgan.

Jonathan's enterprise credentials run deep and wide. At **Booster** (2022–2024), he scaled a clean-energy marketplace from $80M to $150M+ while launching a platform business from $0 to $6M+ ARR inside — delivering +79% net revenue growth, 215% Enterprise expansion, and a 56-day sales-cycle reduction, with Fortune 500 customers including FedEx, UPS, DHL, and AT&T. At **REEF Technology** (2020–2022), he scaled a three-sided urban marketplace from $30M to $100M+ across North America and Europe, collapsing the sales cycle by 36 days and driving 3x demand growth via geo-spatial density scoring, while also exploring robotics-based autonomous delivery as a new distribution channel. At **OYO Hotels** (2019–2020), he scaled revenue from $17M to $200M+ across 80 countries while tripling margin expansion. At **T-Mobile** (2016–2019), he led a 190-person national organization accountable for 80% of company revenue, delivered +$825M in profit, and compressed rep ramp from six months to one month. Earlier, at **Verizon** (2007–2016), he ranked in the top 1% organization-wide, grew his region's revenue 57%, and submitted innovations that generated over $1B in company revenue.

What distinguishes Jonathan at the executive level is not just scale, but the precision of the engineering behind it. His career is one long pattern-recognition exercise: spotting platform shifts before they move, then building the systems that take advantage — wireless from voice to data and one-time to recurring; marketplaces from theory to operational reality; clean energy from analog to digital; and now AI infrastructure, where he is running the playbook a third time. He leads with the **PCDDE+C** framework — Purpose, Connection, Diversity, Disruption, Energy, Curiosity — and the operating principle that Customer > Company > Team > Self. His signature belief: revenue is engineered, not hoped for, and recurring revenue is the result of recurring impact.

Jonathan Moss · EVP & GM, Experity · Co-Founder, AI Business Network · Co-Dean, Pavilion AI & GTM School

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