# Jonathan Moss

GROWTH, PARTNERSHIPS & REVENUE OPERATIONS / REVENUE ARCHITECT / AI-NATIVE GTM

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## EXECUTIVE SUMMARY

Growth, Partnerships, and Revenue Operations leader — customer-obsessed, building durable revenue systems that optimize existing growth vectors for productivity and find new ones, inside the organizations he runs. 21+ years engineering scalable, technology-enabled revenue systems, full P&L leadership, scaling companies from pre-revenue to $15B+, 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's storied. Currently **EVP & GM at Experity ($200M+ ARR healthtech)**, architect of **Care Agent**, a multi-agent AI platform orchestrating the full patient journey that has reached **12M+ conversations, 3.5M+ users, and 2,000+ clinics** as of April 2026. **Co-Dean of Pavilion's AI & GTM School. Co-Founder of AI Business Network** and **Cherry3D** (NVIDIA Omniverse partner).

## CORE COMPETENCIES

- AI-Native GTM Architecture
- Revenue Architecture & RevOps
- Go-to-Market Transformation
- Executive Leadership & Org Dev
- Multi-Sided Marketplace Design
- Platform Scaling
- Enterprise Sales Enablement
- Partner & Channel Ecosystem
- Agentic AI Implementation
- P&L & EBITDA Ownership
- Pipeline Velocity Engineering
- Global Expansion (NA, EMEA, APAC, LATAM)

## PROFESSIONAL EXPERIENCE

### Experity — *EVP & GM*

2024 – PRESENT

*Healthcare technology company providing software and services*

Leading GTM Strategy, GTM Operations, AI, Data, Center of Excellence, and Revenue Enablement. Commercializing the industry's first AI clinical intelligence platform for urgent care.

- Revenue **$190M → $220M+**; EBITDA **+22% TTM**; Bookings **+31% YoY**; Churn **25% below plan**
- Architected and launched **Care Agent** (October 2025) — multi-agent AI orchestrating the full patient journey: front desk, clinical admin, clinical outcomes, patient navigation
- **12M+ conversations · 3.5M+ users · 2,000+ clinics** as of April 2026
- Built AI-native revenue operating system: unified data layer, predictive pipeline, automated enablement, intelligent churn intervention

### Booster — *VP Revenue & Revenue Operations* 2022 – 2024

*Clean-Energy Mobile Delivery Marketplace*

Elevated GTM strategy and built revenue engine from scratch. Launched 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
- Developed geo-spatial models for route and location-based density to drive dynamic pricing and targeting
- Customers: FedEx, Cintas, Aramark, UPS, DHL, AT&T

### REEF Technology — *EVP Revenue & Global Revenue Operations* 2020 – 2022

*Three-Sided Marketplace connecting brands, underutilized real estate, and consumer demand*

Scaled the marketplace across US, Canada, and Europe. Built geo-spatial scoring for brand placement based on density, propensity, and delivery-network density.

- 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 allowing 3x more businesses to operate
- Explored robotics-based autonomous delivery (food-truck-trailer vessels) as a new distribution channel
- Integrated Salesforce, ZoomInfo, Marketo, LinkedIn Sales Navigator into 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 (US, Canada) and India. Pinpoint location scoring, variable-driven demand generation, margin economics.

- Revenue **$17M → $200M+**; 2.5x direct close rate; +50% deal size; −45 day sales cycle
- **3x margin expansion** from demand side; 2x sales efficiency through integrated tech stack

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

*$14B Revenue · 40,000 Individuals · 190-Person National Team*

Led sales operations across 22-state region ($1B+ budget), then the 190-person national revenue enablement organization accountable for **80% of T-Mobile revenue**.

- **+$825M in profit · +2,100 bps NPS**; top 5% performer organization-wide
- Rep ramp compressed **6 months → 1 month**; +25% revenue per subscriber
- Launched new distribution channels: Direct-to-Consumer, Uber, Walgreens, AAA
- First team to form a co-development partnership with Apple's Master's Program

### 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 — generated **$1B+ in revenue**
- Verizon Thumbprint Recipient · Credo Award Winner · Winner's Circle (2013, 2014)
- Selected for High Potential Leadership Program (16 chosen company-wide)

## CONCURRENT LEADERSHIP ROLES

- **AI Business Network** — Co-Founder. Advises and implements AI-native GTM transformation for small-to-medium-sized businesses, built on the **Revenue Nervous System** — his own proprietary six-layer architecture for AI-orchestrated GTM (data, context, memory, agent mesh, orchestration, action), proven on himself first, then made disposable and replicable. Podcast 15,500+ plays/month. Newsletter 5,000 subscribers (50% open rate).
- **Pavilion** — Co-Dean, AI & GTM School. Training hundreds of GTM operators, leaders, and executives. Leads 2,600+ member AI & GTM Executive Community.
- **AI Architecture Lab** — Creator & Instructor (with Sales Assembly). Executive training on agentic AI deployment.
- **Cherry3D** — Co-Founder & Board Member. Award-winning 3D creation platform for spatial computing and Web3. 60,000+ creator community. 140+ world-first Web3 / Spatial Computing experiences. **NVIDIA Omniverse partner**, plus Qualcomm, EPIC Games, Meta, and Autodesk. Enterprise customers: Siemens Healthineers, Samsung, MasterCard, JP Morgan.
- **Board & Advisor** — 1Mind, Attive, Nuroverse
- **Winning by Design** — Certified Revenue Architect & Growth Architect, Ambassador
- **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+ · Care Agent live at 12M+ conversations, 3.5M+ users, 2,000+ clinics |
| Booster | 2022 – 2024 | $80M → $150M+ company · $0 → $6M platform ARR · +79% net revenue · +215% Enterprise |
| REEF Technology | 2020 – 2022 | $30M → $100M+ · $70M new bookings · 3x demand growth · −36 day sales cycle |
| OYO Hotels | 2019 – 2020 | $17M → $200M+ · 2.5x close rate · 3x margin expansion |
| T-Mobile | 2016 – 2019 | +$825M profit · 190-person org · 80% of company revenue · ramp 6mo → 1mo |
| Verizon | 2007 – 2016 | $200M+ P&L · Top 1% · +$1B from innovation program |

MEDIAN GROWTH RATE ACROSS ENGAGEMENTS **87%**