



# ADAM RUNNER

## REVENUE GROWTH ARCHITECT

### CONTACT

- ☎ 316-640-2743
- ✉ [itsme@damrunner.com](mailto:itsme@damrunner.com)
- 📍 [greenhausgrowth.com](http://greenhausgrowth.com)

### CAPABILITIES

- ↳ GTM Strategy
- ↳ Demand & Pipeline Generation
- ↳ Brand Strategy & Positioning
- ↳ Product Marketing
- ↳ Account Based Marketing
- ↳ Revenue Operations
- ↳ Data Informed Growth Systems
- ↳ Team Leadership & Development
- ↳ Customer & Competitor Insights
- ↳ Strategic Vision & Execution

### GIVING

#### United Nations

Capacity Building Advisor

2013 - 2017

#### Wichita Art Museum

Contemporaries Board Member

2017 - 2019

#### The Garage Retail Incubator

Entrepreneurship Coach

2019

### EDUCATION

#### Masters of Community Planning

Kansas State University

2005 - 2011

### SUMMARY

Strategic and results-driven marketing leader with over a decade of experience building and scaling high-performing go-to-market functions across B2B SaaS, GovTech, and manufacturing. Proven expertise aligning marketing, sales, and product teams to create unified growth engines that deliver measurable results.

### LATEST EXPERIENCE

#### mySidewalk | GovTech, \$1M → \$5M Revenue

#### Vice President, Marketing & Business Development

2021 - 2024

Led marketing, sales, and account management teams to execute a strategic shift from growth-at-all-costs to sustainable, profitable growth. Improved sales performance, customer acquisition efficiency, and aligning commercial strategy with business objectives to deliver consistent results.

#### Impact:

- ▶ **+50% sales cycle improvement (from 190 to 86 days)**
- ▶ **+20% average annual contract value (\$23K ACV)**
- ▶ **+2X ROI on growth capital investment**

#### Director of Marketing Operations

2019 - 2021

Established and scaled mySidewalk's marketing function, modernizing processes and building a high-performing, cross-functional team. Focused on driving demand generation, organic growth, and pipeline acceleration through modern integrated marketing strategies and state-of-the-art revenue operations.

#### Impact:

- ▶ **+7X growth in organic traffic (5,000 monthly sessions)**
- ▶ **Grew marketing from 0% to 50% of total pipeline (~\$2M/quarter)**
- ▶ **+43% inbound bookings (~\$200K quarterly)**

### WHAT OTHERS SAY

*"Adam was never afraid to push the envelope and challenge our organization to reach beyond its integrated marketing strategies and traditional thinking."*



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### FULL EXPERIENCE

**Coneqtec** | Manufacturing, \$2M → \$15M Revenue

#### Director of Operations

2015 - 2019

Led operational oversight across sales, marketing, production, and finance to drive international expansion and modernize systems for revenue growth and cost reduction. Streamlined purchasing, inventory, and production processes to enable sustainable scaling across three brands and five facilities.

#### Impact:

- ▶ **+800% total sales (\$800K from exports)**
- ▶ **+10% cost reductions (\$400K annual savings)**

#### Product Manager

2012 - 2015

Built a product management practice at Coneqtec, adapting market research, feasibility practices, and product marketing systems to create a product-led growth engine.

#### Impact:

- ▶ **+2X faster time-to-market (5 new product launches)**
- ▶ **15% YoY revenue growth from new products (\$750K)**

**CivicPlus** | GovTech, \$10M → \$25M Revenue

#### Marketing Strategist

2010 - 2012

Led go-to-market strategy and demand generation initiatives to accelerate customer acquisition and pipeline growth. Built CivicPlus' first Revenue Operations function to optimize marketing, sales alignment, and campaign execution.

#### Impact:

- ▶ **+33% Sales velocity**
- ▶ **+52% YoY revenue growth**

### WHAT OTHERS SAY

*"Adam gets you to think in new ways. He is a strategic, visionary thinker and partner who balances the needs of the business, product, and customer in authentic ways that stay true to the spirit of the brand."*

### MY PHILOSOPHY

Growth happens at the intersection of strong marketing fundamentals and technology. I help companies craft winning commercial strategies and systemize them with RevOps, automation, and AI.

### HANDS-ON KEYS

- ↳ Content Management (CMS)
- ↳ Customer Relationship (CRM)
- ↳ Project Management & Productivity
- ↳ Workflow & Marketing Automation
- ↳ Sales Automation
- ↳ AI Productivity & Prospecting
- ↳ Data Analytics & Reporting
- ↳ Social Media
- ↳ Design Tools
- ↳ Video Editing
- ↳ Email Marketing
- ↳ Database Software
- ↳ Data Processing
- ↳ Webinar Hosting

### TECH STACK

- ↳ HubSpot
- ↳ Salesforce
- ↳ Pardot
- ↳ Clay
- ↳ Gong
- ↳ Apollo.io
- ↳ Seamless.ai
- ↳ ZoomInfo
- ↳ LinkedIn Sales Navigator
- ↳ RB2B
- ↳ Zapier