**KAITIE ZHEE**

**Strategic Growth Executive | Proven Leader in Scaling Startups, Driving Go-to-Market Success & Revenue Optimization**

Charlotte, NC ◆ kaitiezhee@gmail.com ◆ www.zhee.io ◆ in/kaitiezhee

Summary

Strategic Growth Executive with 15 years of experience leading go-to-market strategies and revenue-driving initiatives in high-growth tech startups. Known for delivering multiplier stakeholder value, creative visionary leadership and exceptional communication skills. As a results and data-oriented leader, I bring expertise in financial modeling, building cross-functional teams and forging strategic partnerships. Highlights include driving $100M+ in startup funding, leading multi-million-dollar marketing campaigns and building high-value partnerships with Fortune 500 companies. Passionate about leveraging technology to improve quality of life outcomes, mental health and democratizing access to it all.

Key Achievements

* **Drove $22M in capital growth** in under 6mo as CMO by drafting data-driven marketing strategies and leveraging C-suite communication skills to secure strategic investments
* **Oversaw 3.5x increase in strategic partnerships,** contributing to $750K in monthly recurring revenue by scaling and improving customer success operations
* **Achieved 18x growth in market capitalization,** scaling from $5M to $90M through targeted go-to-market initiatives and strategic partnership development
* **Personally invited by IBM to advise Adidas** on their blockchain technology NFT strategy in 2018
* **Built and led high-performing teams,** of up to 10 direct reports, fostering cross-functional collaboration across sales, marketing and product teams to achieve organizational goals
* **Transformed brand identity** for FIO Protocol, leading a full rebrand and adoption across 75+ partners, increasing customer retention and satisfaction
* **Demonstrated thought leadership,** speaking and presenting innovative blockchain applications at major conferences and government initiatives, including a presentation to the government of El Salvador

Skills

Growth Strategy Development – Go-to-Market Strategy – Customer Success Leadership – Data-driven Decision Making – Financial Modeling & ROI Analysis – Strategic Partnerships & Networking – Stakeholder Management – Executive-Level Communication & Presentation – Customer Insights & Discovery – Market Analysis & Trend Forecasting – Cross-functional Team Leadership – Startup Operations & Scaling – Sales & Marketing Alignment – Brand Messaging & Market Positioning – Product Launch & Commercialization – Product Marketing Strategy – Project Management in Fast-paced Environments – Collaboration with C-suite Executives – B2B Marketing & Business Development – Customer Retention & Revenue Growth – Executive Leadership

Core Strengths

* **Visionary Leadership |** Ability to align organizational goals with innovative strategies that drive measurable results
* **Customer-centric Focus |** Passionate about delivering exceptional client experiences and fostering long-term relationships
* **Adaptability** **|** Thrives in fast-paced, ambiguous environments; excels at wearing multiple hats in dynamic startups
* **Analytical Rigor |** Expertise in building financial models and analyzing complex datasets to support strategic decisions
* **Mission-Driven |** Deep commitment to improving quality of life outcomes and improving the mental health and well-being of others
* **High-Impact Communication |** Adept at creating persuasive presentations and collateral for diverse audiences, from investors to end-users
* **Relationship Building |** Proven success in developing high-value partnerships, including Fortune 500 companies and government organizations

Experience

**The Women’s Wellness Circle | Co-founder**

09/2024 - present

* Co-founded **The Women's Wellness Circle**, a membership-based, doctor-guided online community dedicated to optimizing women's mental and physical well-being
* Guided the **vision and strategic direction while** advising on business strategy, **thought leadership** and **financial planning** to incubate and grow the community
* Created all marketing collateral and brand design, collaborating with co-founders to design and deliver engaging offerings, including webinars, online events, exclusive retreats and tailored wellness content
* Building a thriving online community, emphasizing meaningful connections and empowering women to balance health and daily demands

**PiKNiK | Director of Business Development**

04/2023 – 05/2024

* Spearhead the enterprise commercialization growth of the multi-billion-dollar Filecoin ecosystem, driving adoption and market expansion
* Secured $10M+ in grant funding by leading proposal development and negotiation, fueling advancements in enterprise initiatives with Fortune 500 customers
* Developed and executed a global go-to-market strategy to attract and retain top-tier enterprise and data storage provider partners resulting in over 120 new partners
* Manage stakeholder relations, including numerous Fortune 500 companies, ensuring their long-term success and satisfaction within the ecosystem
* Foster collaboration with diverse stakeholders across 20+ countries, including investors, ecosystem partners, and enterprise customers, to align strategic goals and drive impactful outcomes

**DLTx (:DLTX) | Chief Marketing Officer**

08/2021 – 01/2023

* Directed global **brand marketing and market positioning efforts**, driving a **400% increase in infrastructure capacity** and enhancing the company’s global visibility
* Secured a **$22M increase in investments** in the first four months of my tenure by developing strategic messaging and global campaign with targeted growth strategies among high-value international audiences
* Executed near-monthly **international investor events** in key locations such as Dubai, Switzerland, and NYC, attracting up to **600 investors**, including VCs, hedge funds and family offices
* Led exclusive fireside chat between company C-suite and U.S. **SEC Commissioner Hester Peirce**, showcasing thought leadership and reinforcing the company’s business model and relevance
* Developed and implemented the company’s **brand narrative**, effectively communicating its strategic vision and market differentiation

**FIO Protocol | Head of Marketing & Founding Steering Committee Advisor**

08/2020 – 01/2023

* Built and scaled the marketing department from **1 to 10 team members**, fostering a high-performance culture and driving operational excellence
* Elected as the sole female advisor to the Steering Committee, where I led cross-functional strategic planning and managed a **multi-million-dollar budget** to achieve strategic objectives and ensure satisfaction across numerous stakeholders
* Delivered **800% market growth by implementing innovative go-to-market strategies and fostering strategic partnerships with industry leaders like CoinMarketCap**, **Binance**, **Opera Browser**, and **Trust Wallet**, significantly enhancing brand visibility and user adoption
* Drove user adoption with over **1,000,000 new product registrations**, showcasing the protocol’s value through targeted customer acquisition initiatives
* Spearheaded community engagement, growing a **150,000+ follower base** on social media, and creating a scalable foundation for long-term brand growth

**Spacemade X | Founder & Director**

09/2017 – 01/2021

* Founded one of the **first blockchain marketing and communications agencies**, focused on market growth, public relations and brand messaging and reputation
* Assembled and led an **international team of professionals**, delivering high-impact marketing campaigns that drove visibility and growth for Top 100 crypto projects, billionaire investors, and family offices
* Directed strategic projects and initiatives for clients, including **Global Fortune 500 brands** like Adidas and IBM and **U.S. government agencies** like DHS
* Collaborated with blockchain luminaries, including the inventors cited in Satoshi Nakamoto’s Bitcoin Whitepaper and the author of the Decentralized Applications Whitepaper, to develop and execute innovative marketing approaches
* Conceptualized and produced the Forbes-acclaimed ***PUBLICIZE BLOCKCHAIN™* media event**, amplifying industry awareness and creating a platform for thought leadership in blockchain technology

Education

**Coastal Carolina University**

B.S. in Business Marketing

B.S. in Spanish Language & Culture

Leadership & Volunteering

**CompTIA | Vice Chair, Blockchain & Web3 Advisory Council**

03/2023 - present

**Puerto Rico DAO | Founding Member & Advisor**

10/2022 – present  
 **she:[256] | Founding Mentor**

10/2018 – 09/2020