

Spencer Quinn

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GTM Strategy & Operations | AI-Native Business Leader

Cross-functional operator and AI builder with 15+ years scaling revenue organizations from startup to \$80M+. Track record of leading strategic analysis, building scalable frameworks, and driving end-to-end projects across GTM segments. Built agentic AI software, led cross-segment go-to-market motions, and designed operational infrastructure through multiple phases of hypergrowth. EMBA in Strategy; MIT certification in AI product development. Proficient in Excel, SQL, Python, CRM systems, and BI tools.

CORE COMPETENCIES

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|-------------------------------|--------------------------|--------------------------|----------------------|
| • GTM Strategy & Operations | • Revenue Operations | • AI Product Development | • Financial Modeling |
| • Cross-Functional Leadership | • Data Analytics & BI | • Process Automation | • Python & SQL |
| • CRM & Sales Systems | • Forecasting & Planning | • Claude Code | • Spanish (Fluent) |

PROFESSIONAL EXPERIENCE

CEO | Merch Makers AI

May 2024 – Present

- Lead GTM strategy and operations as CEO, driving \$50M+ in GMV through data-driven resource allocation and cross-channel revenue optimization.
- Built and launched proprietary agentic AI software, designing scalable frameworks that automate operations for print-on-demand companies.
- Own end-to-end product development and go-to-market execution, from scoping and stakeholder alignment through launch and impact measurement.
- Manage full P&L, financial modeling, and capacity planning across all business units, delivering executive-ready reporting for strategic decisions.

Fractional AI Consultant & AP CS Instructor | American Heritage School

2024 – Present

- Serve as fractional AI consultant, conducting weekly stakeholder interviews to identify operational gaps and implement scalable process improvements across departments.
- Lead organization-wide AI adoption strategy, training 50+ staff on responsible AI use and building playbooks for workflow integration.

Director of Amazon & Ecommerce Ops | Biolite / Goal Zero

Aug 2023 – May 2025

- Drove 33% YoY revenue increase by building reporting frameworks and pipeline health diagnostics across 396 product listings.
- Led cross-functional planning and forecasting for the company's most

- successful Prime Day, coordinating across marketing, finance, and logistics.
- Managed \$80M+ in sales operations across Shopify and Amazon, optimizing coverage models and resource deployment.
- Designed real-time profitability tracking systems, enabling data-driven decisions on resource allocation.
- Led budgeting, forecasting, and market sizing for international expansion to Germany and Canada.

Senior Ecommerce Manager | Pattern

Aug 2021 – Aug 2023

- Owned forecasting and reconciliation for \$50M in revenue, building predictive models to improve pipeline accuracy and resource deployment.
- Partnered with BI and data teams to implement Snowflake-based analytics, reducing reporting lag and enhancing cross-segment performance visibility.
- Led process automation initiatives across 3M+ catalog entries, designing scalable reporting infrastructure for hypergrowth.
- Drove cross-functional collaboration with finance and logistics teams to analyze cost variances and optimize resource investment.

Director of Ecommerce & Co-founder | Optimize Play

May 2018 – Aug 2021

- Led \$22M in cross-segment go-to-market negotiations across Target, Walmart, and Amazon, managing stakeholder alignment and execution.
- Drove 34% cost reduction through strategic vendor analysis and partnership optimization, applying data-driven resource allocation.
- Raised \$100M+ via crowdfunding by building data analytics frameworks for A/B testing, conversion optimization, and campaign effectiveness.

VP of eCommerce & Co-founder | Spark Innovation

Jan 2016 – Dec 2019

- Managed P&L and revenue operations across 4 DTC brands, building unified performance reporting and pipeline visibility.
- Directed budgeting and forecasting across retail and ecommerce channels, ensuring coverage goals and margin targets were met.

Co-founder | FiberFix

Feb 2010 – Oct 2018

- Co-founded and scaled operations to \$6M in global retail sales across 40+ countries, building operational infrastructure from zero.
- Negotiated Amazon 1P Vendor Central contracts and managed systems integration across Shopify and marketplace platforms.

EDUCATION

Designing and Building AI Products | MIT xPRO Certification

2023

Executive MBA, Strategy & Business Development | University of Utah

2023

Full Stack Developer Certification | DevMountain

2018

