KYLE C. MURPHY

310-308-6047 | kyle@kylemurphy.com | www.linkedin.com/in/kylecmurphy | Los Angeles, CA

Operating Executive CEO / COO | Board Director | Scaling Up | Digital Transformation | GTM & Growth Servant Leader
SaaS & AI | Tech-Enabled Services | B2B | VC & PE

♦ **Strategic Management:** Grew integrated marketing company from $1mm in revenue and five staff to over $100mm, 250+ staff, and international operations over five years.

♦ **Go-to-Market Strategy & Organic Growth:** Generated $10m in contracted revenue by the third year for startup FinTech SaaS business with a one-year sales pipeline backlog and scalable business model.

♦ **Operations & Team Building:** Led the successful turnaround of a 250-person tech-enabled services company (EdTech) from a monthly loss of $450k and less than 30% client contract success rate to multi-quarter profitability and 100% contract success rate within six months of appointment.

♦ **Innovation Management & Technology Development:** Co-founded AI, AdTech platform (AdTech), and business, which was the no. 17 fastest-growing private companies in the US in 2018 (Inc. 500).

LSC Destruction, Las Vegas, NV

General Manager/Chief Operating Officer   January 2025 – Present

P&L responsibility for rapidly scaling mobile contraband destruction and recycling services company that serves law enforcement agencies nationwide.

Degrees of Interest, Arlington, VA (acquired by Realogic)

Chief Executive Officer/Co-Founder   May 2024 – Dec 2024

Developed a monetization and GTM strategy for a native AI spin-off from a SaaS company, identifying a $3 billion market opportunity and securing early buy-in from strategic partners.

Bryj, Los Altos, CA

Chief Strategy Officer   Apr 2022 – Mar 2024

Recruited by the CEO to assist with the turnaround of an end-to-end AI-powered B2B SaaS solution for building and maintaining custom mobile apps and driving engaging digital experiences at scale.

♦ Relaunched growth efforts and profitably grew ARR by 18% in the first year with no marketing spend and a skeleton sales team while expanding strategic alliances (Salesforce, Microsoft, AWS, & Box).

GVNG, Los Angeles, CA

CEO   Mar 2020 – Mar 2022

Recruited by investors to lead venture rescue (turnaround) of philanthropy FinTech. Led company through successful reorganization (BK) and pivot. Assembled a new exec team, including CTO and CRO.

♦ Rebuilt the technology platform and successfully relaunched it with a scalable go-to-market strategy and monetization model focusing on B2B2C channels for growth. Raised over $1m in venture capital.

Bryce Capital, San Diego, CA

Portfolio CXO & Executive in Residence (XIR)(FinTech, LegalTech, Cyber Security)   Jan 2018 – Mar 2020

Provided executive management, operating oversight, and board representation, and oversaw all strategic planning on pre-and post-transaction portfolio companies of private equity firms focused on mid-sized SaaS and other technology-enabled service companies (operating partner for LLR Partners).

♦ **Chief Operating Officer—BrandRep**: Managed the transition to the new executive team. Decreased lead generation cost by more than 50%, increased sales effectiveness by 45%, and increased average sales by 42% (MarTech).

♦ **Chief Strategy Officer—Chalice Network/Succession Link**: Reduced CAC by 80%, cut cash burn by 50% and facilitated the successful integration of an acquired underutilized company (WealthTech).

Managed Resources, Long Beach, CA

General Manager   Jan 2016 – Dec 2017

Led a successful change management effort at the healthcare revenue cycle management firm (tech-enabled services & HealthTech) to modernize the company's organizational structure, operations, and technology infrastructure to a more efficient, evidence-based, data-driven organization.

- Reversed multi-year revenue decline and loss of primary service line for the 300-person multi-divisional firm while implementing OKRs and other performance measurements companywide.

UCode, Hermosa Beach, CA

COO/CMO (*Interim)*   Jan 2015 – Aug 2015

Recruited by the investors to work with the inexperienced founding management team on scaleup for the Idealab incubated startup programming academy for K-12 students with ground-based and online courses and camps.

- Reduced customer acquisition costs by 50$^{\%}$ and developed scalable sales and marketing programs.
- Secured $1.7m Series A equity investment led by Bloomberg BETA.

Greenwood Hall, Santa Ana, CA

Chief Operating Officer   May 2013 – Mar 2015

Charged by the Board to lead a turnaround of a higher education technology and student lifecycle management firm (OTCQB: ELRN) distressed mid-market company. Raised $8m recapitalization (debt & equity) for restructuring and eventual public stock offering. Successfully recruited a new management team and implemented a new organizational structure.

- Reduced costs by more than 25$^{\%}$ through workflow optimization and eliminating scaling limitations.
- Launched design thinking-oriented SaaS technology division—EduDrive—and acquired Gambassa LMS.

SwitchStream, Santa Monica / San Francisco, CA

CEO/EIR   Feb 2009 – May 2013

- Grew FinTech payments company Anedot from a working prototype to a full-featured platform. Added over 450 clients, $200k in revenue, and over $4mm in transactions in less than a year.
- Launched Cerna Healthcare *(services)*, Muzit (*BI/analytics*), Navigate Boomer Media (*AdTech*), OnGreen (*CleanTech*), and NetFinance Solutions (*FinTech*).

Education & Professional Activities

Doctor of Business Administration *(DBA) (Behavioral Economics), The University of Manchester*
Master of Business Administration *(MBA), Pepperdine University*
Bachelor of Science in Management, *Pepperdine University*

Professor of Strategy, Pepperdine Graziadio Business School, Malibu, CA   2009 – Present
Volunteer, Network for Teaching Entrepreneurship (NFTE)