

Kyle C. Murphy

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Strategic Executive with deep operating expertise and a proven record of driving sustainable growth and increasing shareholder value through breakthrough innovation, team development, process optimization, and technology adoption. A straightforward, visionary leader with high learning agility who can rapidly build performance-driven teams with strong, adaptable cultures. Experience spans early-stage and fixing turnarounds to hyper-growth life stages for startup-to-mid-market companies including venture capital and private equity backed firms, with P&L responsibility for over \$250m. Recent domain experience includes FinTech, BlockChain, EdTech, AdTech/MarTech, SaaS, tech-enabled business services, and entertainment/media.

- **Strategic Leadership:** Grew integrated marketing company from \$1mm in revenue and five staff to over \$80mm in revenue, 200+ staff, and international operations over five years.
- **Go-to-Market Strategy & Organic Growth:** Generated \$10mm in contracted revenue by the third year for startup SaaS business with one-year sales pipeline backlog, scalable sales team, and sustainable growth plan.
- **Operations and Team Building:** Led successful turnaround of 200-person company from monthly loss of \$450k and 30% client contract success rate to profitability and 100% contract success rate within six months of appointment.
- **Innovation Management:** Led the design and development of cloud-based A.I. (machine learning), big data, programmatic digital advertising campaign management platform and business, which is currently the no. 17 fastest-growing private company in the US (Inc. 500).

Executive Leadership Strengths for Growth & Innovation

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| · Strategy Development & Implementation | · Leadership & Cross-Functional Team Development |
| · Innovation Management | · P&L Management & Financial Analysis |
| · Change Management | · Data-Driven Marketing & Brand Strategy |
| · Technology Development & Deployment | · Evidence-Based Decision-Making |
| · Operations & Workflow Optimization | · Outcome Focused Continuous Improvement |
| · Effective Communication Skills | |

A Career Growing Companies through Visionary Leadership and Innovation Expertise

BrandRep, Irvine, CA

2018

Private equity owned digital marketing SaaS serving 18,000 local business.

CHIEF OPERATING OFFICER (INTERIM)

Brought in by new PE ownership to lead the transition of the execution team and accelerate growth and efficiency gains post-transaction. Decreased cost of lead generation by more than 50%, increased sales effectiveness by 45% and increased average sale by 42% while implementing new performance-driven operating procedures.

Bryce Capital, San Diego, CA

2018 – Present

Private equity and growth advisory firm focused on mid-sized SaaS and technology firms.

EXECUTIVE IN RESIDENCE (XIR)

Assist partners with due diligence and interim executive management on pre- and post-transaction portfolio SaaS and other technology-enabled companies.

Managed Resources, Long Beach, CA

2016 – 2017

Leading healthcare revenue cycle management firm.

GENERAL MANAGER (INTERIM)

Led change management effort, based on my recommendations to partners, to modernize the company's organizational structure, operations, and technology infrastructure to a more efficient, data-driven organization.

- Developed a strategic plan that successfully reversed multi-year revenue decline and loss of primary service line for the 300-person multi-divisional firm.

UCode, Hermosa Beach, CA

2015

Idealab incubated startup programming academy for K-12 students with both ground-based and online courses.

CHIEF OPERATING OFFICER/CHIEF MARKETING OFFICER (INTERIM)

Appointed by the board to work with an inexperienced management team on growth execution. Rebuilt marketing, sales, and operations processes and teams.

- Reduced cost of customer acquisition by 50% and developed scalable sales and marketing programs.
- Secured \$1.7mm Series A equity investment led by Bloomberg BETA.

Greenwood Hall, Santa Ana, CA

2013 – 2015

Leading higher education technology and student lifecycle management firm. (OTCQB: ELRN)

CHIEF OPERATING OFFICER

Charged by the Board to lead a turnaround of the distressed mid-sized company. Raised \$8m recapitalization (debt & equity) for restructuring and eventual public stock offering. Recruited new management team and successfully implemented new organizational structure.

- Added ten new clients in one year while creating a sustainable performance driven environment and culture.
- Replaced legacy technology systems with an integrated cloud-based platform that reduced costs by more than 25%, eliminated scaling limitations, and provided companywide predictive analytics.
- Launched design thinking driven SaaS technology division, EduDrive. Developed innovative student lifecycle analytics platform and oversaw acquisition and integration of Gambassa LMS.

Pepperdine University, Malibu, CA

2009 – Present

A top-ranked business school (Graziadio) with traditional, part-time, and online MBA and other graduate programs.

PRACTITIONER FACULTY OF STRATEGY

2016-Present

INSTRUCTOR OF STRATEGY

2011 – 2016

ADJUNCT FACULTY

2009 – 2011

SwitchStream, Santa Monica, CA

2009 – 2013

Private equity and family office funded startup incubator and accelerator focused on technology and business model innovation companies.

CHIEF EXECUTIVE OFFICER/EXECUTIVE-IN-RESIDENCE

Worked alongside founders, boards, and investors to accelerate business trajectory of portfolio companies by providing hands-on leadership and operational expertise for technology startups from launch to profitability.

- Drafted by the founder to grow fintech payments company Anedot from working prototype to full feature platform; added over 450 clients, \$200k in revenue, and over \$4mm in transactions in less than a year.
- Oversaw acquisition (M&A) of IP and operations of Norwegian P2P software company and managed integration with CHNL, a venture-funded firm. The combined firm later acquired by XLR8R.
- Launched Strike Social (digital advertising platform), Cerna Healthcare, Muzit (big data media analytics), Navigate Boomer Media (programmatic advertising network), OnGreen (cleantech), Blue Marble Ventures (VC greentech fund), and NetFinance Solutions (finance/loan operations).

VantageIM, Pasadena, CA **2005 – 2009**

Venture-funded FinTech SaaS company for enterprise back-office loan operations and analytics.

EXECUTIVE VICE PRESIDENT/CHIEF FINANCIAL OFFICER (ACTING CEO)

Enlisted by the technical founder to develop a go-to-market plan, recruit team, launch and operate the company.

- Generated \$500k in revenue in the first year of operations.
- Raised \$4mm in venture capital to grow the company in Software as a Service (SaaS) model.

Clientelligence, Redondo Beach, CA **2002 – 2005**

Strategy and new product development firm.

MANAGING DIRECTOR

Tapped to head corporate spinoff, focused on growth and innovation consulting and development.

- Facilitated strategy process with Foote Cone & Belding and Taco Bell to create the “Think Outside the Bun” program that reversed a multi-quarter, same-store flat sales growth trend.
- Produced brand acquisition opportunity and valuation study for Lenovo (China) that eventually lead to the successful \$5bn purchase of the ThinkPad PC brand and operations from IBM.
- Created successful go-to-market plan for Haier (China) to enter Mexico, which led to sales 60% above projections and sustainable market entrance.

Shadow Creek Partners, San Clemente, CA/Zurich, Switzerland **2001 – 2002**

Private equity and investment banking subsidiary of an international private banking group.

VP MARKETING & STRATEGY

- Successfully developed a \$20mm a month sales and marketing channel for technology and other intellectual property (IP) based private placement security offerings.

DW Group, Portland, ME **1995 – 2000**

Award-winning global brand and integrated marketing agency.

- CHIEF EXECUTIVE OFFICER** 1998 – 2000
- CREATIVE DIRECTOR** 1997 – 2000
- CHIEF OPERATING OFFICER** 1996 – 1998
- PRODUCTION MANAGER** 1995 – 1996

Education

DOCTOR OF BUSINESS ADMINISTRATION (DBA), The University of Manchester, 2016

MASTER OF BUSINESS ADMINISTRATION (MBA), Pepperdine University, 2005

BACHELOR OF SCIENCE IN MANAGEMENT, Pepperdine University

Professional Development:

Certificate in Global Enterprise Management: Business in the EU, Rouen School of Management, France, 2005

Certificate in Global Enterprise Management: Business in China, Hong Kong University of Science & Technology, 2004

Graduate Certificate in Graphic Design & Visual Communications, University of California, Santa Barbara, 1994

Professional Activities

Board of Directors, Auto-Graphics, Inc. (OTC: AIFS), 2012 – Present

Trustee, Newbury College, Boston, 2014 – Present

Volunteer, Network for Teaching Entrepreneurship (NFTE)

Lifetime member, International Honor Society Beta Gamma Sigma (business schools)