

Kevin Hein

Commercial Operator and Board-Level Growth Architect

Building revenue systems that scale with structure and speed



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How I Build Value

My approach combines commercial insight with operational discipline.

Every company has a pattern. My first job is to find what drives growth, what slows it down, and who has real influence. I learn fast, move in parallel, and build credibility by working with the people closest to the customer.

- **Diagnose with the team**

Map incentives and performance data to pinpoint what actually drives results.

- **Set the operating truth**

One shared view of priorities and performance.

- **Prove it in market**

A small set of visible wins that validate the plan and unlock scale.

GIPHY | Rebuilding for Growth

When I joined GIPHY, it had strong brand equity but no commercial system. My focus was building revenue structure, partnerships, and accountability from the ground up, turning a creative platform into a business engine.



- **Revenue Growth**

Grew from two to six advertiser verticals in under a year, more than doubling active advertisers while retained clients increased investment.

- **AI Enablement**

Brought AI into creative and campaign workflows, cutting turnaround time and increasing output for the team.

- **Enterprise Proof**

Ran enterprise campaigns for Activision and Pepsi that beat category norms and helped establish GIPHY for serious brand objectives.

- **Strategic Integrations**

Launched new monetizable surfaces with Meta, TikTok, and Venmo, unlocking demand and strengthening GIPHY's position in the messaging and creator ecosystem.

Meta | Scaling Growth and Building Systems

Over 13 years at Meta, I built the commercial systems that powered its largest tech, telecom, and agency partnerships.

These systems created the discipline, predictability, and partner alignment that supported one of the fastest and most profitable growth periods in the company's history.



- **Led Tech and Telecom Growth**

Built commercial systems for Meta's largest tech and telecom partners, creating monetization frameworks that drove multi-year, compounding revenue growth.

- **Scaled Agency Revenue**

Grew the agency portfolio from under \$1B to over \$2B while outperforming every comparable Meta portfolio in revenue and retention.

- **Maintained Portfolio Resilience**

Protected portfolio performance and client trust through major market and media disruptions, avoiding revenue shocks during volatile periods.

- **Built Operational Discipline**

Designed repeatable operating systems that improved cross-team execution and produced more predictable growth — foundations I still use today.

NextRealm Consulting | Designing Systems for Scalable Growth

After Meta, I focused most of my time supporting a growth-stage company's commercial strategy while advising others on go-to-market execution.

That work shaped the operating model I use today to align teams and drive predictable growth across commercial functions.

NEXTREALM
CONSULTING GROUP

- **Commercial Strategy Development**

Built and executed the full go-to-market strategy for a national entertainment company, aligning sales and marketing, tightening accountability, and positioning the business for a successful exit.

- **Go-to-Market Alignment**

Partnered with founders and leadership teams to connect sales, marketing, and product priorities. Improved execution rhythm and raised the bar on cross-functional accountability.

- **Strategic Guidance**

Advised growth leaders on adapting commercial models to platform shifts, helping teams reset priorities, sharpen decision-making, and deliver near-term results with fewer misfires.

Operating at Scale: From Platforms to Playbooks

I've spent my career building systems that scale — first inside global platforms, then helping others apply that same discipline.

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