

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 drivers 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.

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**

Expanded from two advertiser verticals to six with steady quarterly and annual gains.

- **AI Enablement**

Embedded AI into creative, campaign, and sales systems to accelerate turnaround and visibility.

- **Enterprise Proof**

Case studies with Activision and Pepsi validated GIPHY as a branded media platform.

- **Strategic Integrations**

Partnered with Meta, TikTok and Venmo to open new monetization channels.

Meta | Scaling Growth and Building Systems

Over 13 years at Meta, I built commercial systems that scaled with its largest partners in tech, telecom, and agency.

The work brought structure and accountability to one of the fastest growth periods in corporate history.



- **Tech and Telecom Leadership**

Partnered with leading global tech and telecom companies during Meta's breakout years, creating monetization frameworks that supported multi-million-dollar growth.

- **Agency Growth**

Led commercial strategy for Meta's largest agency network, increasing managed revenue from \$900M to \$2B+ and outperforming all other holding companies.

- **Risk and Resilience**

Guided teams through intense market and media shifts while maintaining performance and client trust.

- **Operating Discipline**

Built repeatable systems that aligned product, sales, and marketing to deliver consistent and predictable growth.

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**

Partnered with the board and executive team of a national entertainment company to design and execute a full go-to-market strategy for sales and marketing, later supporting aspects of the M&A process.

- **Go-to-Market Alignment**

Helped founders and leadership teams connect sales, marketing, and product priorities to improve execution and accountability.

- **Strategic Guidance**

Advised marketing and growth leaders on adapting commercial models to a changing digital platform economy.

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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