

KEVIN HEIN

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Executive Profile

Chief Growth Officer at GIPHY, leading commercial strategy, P&L and enterprise expansion inside a public company. Proven track record of scaling platform businesses at Meta, Yahoo! and CNET while driving revenue, product and partnership growth. Trusted advisor to boards and executives, translating platform strengths into durable commercial models.

Selected Highlights

- Transformed GIPHY from a creative asset into a monetized business with P&L ownership and enterprise sales motion
- Scaled commercial partnerships at Meta that delivered multi-billion dollar revenue outcomes across global agency networks
- Negotiated complex multi-year agreements and secured enduring partnerships with Fortune 500 brands and platforms
- Recognized as a trusted board-level operator with consistent results in revenue growth, product alignment and team leadership

Professional Experience

GIPHY, New York, NY

Chief Growth Officer | Aug 2024 to Present

- Lead commercial organization across sales, marketing, product, engineering and partnerships
- Designed and launched a P&L and monetization framework that shifted GIPHY from a brand asset to a revenue business
- Built an enterprise sales motion and secured multi-market deals with major advertisers and platform partners
- Represent GIPHY at Shutterstock board meetings and with key stakeholders

NextRealm Consulting Group, New York, NY

Principal Consultant | 2023 to Present

- Advise founders, C-suite executives and investors on growth strategy, partnerships and monetization for platform businesses
- Deliver retained advisory, board briefings and go-to-market playbooks used for fundraising and negotiations

Meta, New York, NY

Director | Head of Agency | 2018 to 2023

- Led U.S. partnership strategy across holding companies, delivering multi-billion dollar revenue outcomes in 2022
- Designed repeatable GTM and partnership model with multi-year commitments and sustained growth

- Built and coached a high-performing team with top retention and cross-functional alignment

U.S. Industry Lead | 2014 to 2018

- Directed Tech and Telco verticals including Sprint, Verizon and Samsung, delivering sustained double-digit growth and surpassing \$100M run rate
- Developed vertical-specific products and measurement frameworks improving client outcomes

Client Partner | 2010 to 2014

- Managed strategic portfolios in CPG and technology, securing new Fortune 500 partnerships during a high-growth period

Yahoo!, New York, NY

Strategic Account Director | 2007 to 2010

- Managed strategic accounts and drove digital advertising growth across key categories

CNET, New York, NY

Regional Sales Manager | 2005 to 2007

- Led regional advertising sales and developed enterprise relationships in technology categories

Leadership and Approach

Operate at the intersection of product, commercial and partnerships. Build repeatable revenue engines, align product roadmaps to monetization and make commercial decisions faster. Balance practical execution with strategic positioning for boards and investors.

Education

University of Wisconsin Madison, Bachelor of Arts in History

Columbia Business School Executive Education, Implementing Winning Strategies