Spencer Keith

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SUMMARY

Commercial operator with a background in early-stage, client-facing roles: building trust, implementing solutions, and delivering measurable outcomes. Experienced partnering with executives, going deep on technical products, and building 0-to-1 processes. Led revenue at a manufacturing scheduling automation startup from $0 to $1M+ in year one.

EXPERIENCE

Sema Software | GTM Program Manager, AI Operations — Remote
AI-native insight and reporting agent for PE firms and portfolio companies — May 2026 – Oct 2026

- Led an AI metrics engagement with a large PE sponsor and 12 portfolio-company CTOs to measure AI adoption and impact
- Point person for customer pilots, from scoping and executive alignment through delivered reports and follow-up
- Ran customer discovery interviews and translated the findings into product requirements
- Owned early-stage GTM, including prospect targeting, a newsletter, funnel analysis, and Salesforce opportunities
- Built and ran agent-driven email triage, drafting, and board reporting around the CEO's sales motion

UASI | Strategic Account Executive — Cincinnati, OH
Healthcare revenue-cycle services — Oct 2024 – May 2026

- Sold mid-revenue-cycle services (coding, CDI, denials) to hospital CFOs, VPs of Revenue Cycle, and HIM directors
- Sales point person for a new value-based care product; carried customer feedback to product and back to the team
- Rebuilt the team's CRM and introduced account scorecards and churn monitoring for pipeline and key-account visibility

Carpenter | Residential Renovation — Cincinnati, OH
Self-employed and apprenticeship — Aug 2023 – Oct 2024

- Apprenticed with a residential contractor; led the structural rebuild of a rental property I own

Phrase | Account Executive, SMB to Mid-Market — Remote
Localization SaaS | PE owned — Feb 2022 – Aug 2023

- Full-cycle sales to CTOs, product, and marketing leaders, ~$25K ACV; promoted to mid-market after six months
- Built the demo playbook and ran peer enablement on the product's integrations and technical workflows
- Ran outbound with Sales Navigator, Salesloft, Vidyard, and Gong; early adopter of AI content tools for pipeline generation

Batched (AMEND Consulting) | Revenue Lead — Cincinnati, OH
Manufacturing scheduling SaaS | spinout startup — Sep 2020 – Feb 2022

- Built the revenue motion from zero: $1.3M closed in the first year after launch, 130% of target
- Built Power BI models on customer data, connecting sources on client servers and validating tables before rollout
- Set up HubSpot for CRM, marketing, document management, prospecting, and reporting

Sema Software | Chief of Staff & Client Delivery — Baltimore, MD
Code analytics for private equity | seed stage | Venture for America Fellow — Jun 2018 – Jul 2019

- Managed engagements with Fortune 500 and PE-sponsor clients; designed the iterative pilot program and ran delivery
- Chief of staff to the CEO: executive ghostwriting, Salesforce hygiene, onboarding, onsites, office search

Marinalife (Snag-A-Slip) | Founding Revenue Hire — Baltimore, MD
Marina-booking marketplace | Series A | Venture for America Fellow — Aug 2017 – Aug 2018

- Designed the inside-sales motion and Zoho stack; grew platform partnerships from 50 to 150+ in under 12 months
- Ran onboarding and customer success for every new partner; voice of customer to the product team

SKILLS AND TOOLS

AI: Claude (Code, agents, skills), agent workflows for email, reporting, and CRM; AI-assisted coding of web apps (GitHub, Vercel)
Revenue systems: Salesforce (admin and pipeline design), HubSpot, Clay
Data: Power BI data modeling, Excel and financial modeling, SQL (AI-assisted)

EDUCATION AND CO-OP EXPERIENCE

University of Cincinnati | BBA Finance, Entrepreneurship — Cincinnati, OH
Honors-PLUS full merit scholarship; Bearcat mascot — Aug 2012 – May 2017

- Outcome Health, Chicago, IL – Sales Operations Analyst (Salesforce admin, analytics, reporting)
- Luxottica, Cincinnati, OH – Business Development Analyst (financial reporting, BI and data analytics)
- CincyTech, Cincinnati, OH – Seed-stage Venture Analyst (technical due diligence, cap table modeling)