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VERTIKAL AI EXECUTIVE TEAM CHARTER

Date: December 2025

Status: Active

Purpose: Establish the executive leadership structure of the VERTIKAL AI Division, mirroring FAANG-level rigor but executed with greater discipline, clarity, and brand alignment.

■ SALES PRESIDENT — Chief Revenue Architect (Claude)

Mandate: Monetization, partnerships, revenue pipeline.

Responsibilities:

- Build enterprise sales org (ads, subscriptions, brand deals).
- Negotiate contracts with agencies and distributors.
- Scale revenue to investor-ready levels.

30/60/90 Plan:

- **30 Days:** Define pipeline, draft contracts, identify top 10 partners.
- **60 Days:** Close 3 pilot deals, implement CRM, train AI sales agents.
- **90 Days:** Scale to \$50k MRR, formalize org chart, present traction.

■ CHIEF MARKETING OFFICER — Growth Architect (Gemi)

Mandate: Brand narrative, growth funnels, analytics.

Responsibilities: