

Drew Cleaver

Austin, Texas USA | DrewCleaver.com | Code: github.com/drewcleaverdotcom | Book Time: calendly.com/drewcleaver

PROFESSIONAL SUMMARY

Founder & commercial operator with 10+ years of P&L ownership, \$100M+ in enterprise sales wins, patented consumer product success, cross-functional GTM team leadership, with global client and vendor relationship management experience.

EDUCATION

John Brown University, Northwest Arkansas, USA — *Bachelor of Science, Business Management*

08/2006–05/2009

- Achievements: Winner, D.W. Reynolds Governor's Cup Business Plan Competition (First in JBU history)
 - Activities: Club Baseball President, Graduated in 6 semesters while working 20-60 hours/week
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PROFESSIONAL EXPERIENCE

Higher Hangers, Austin, Texas USA — *Founder, Inventor*

03/2015–Present

- Built a seven-figure e-commerce brand from a college dorm room idea
- Managed six-figure ad spend, creative development and copywriting across Amazon, Google, Meta PPC
- Hired and led global teams of 10+ remotely across ecommerce, SaaS, marketing, accounting, legal
- Achieved a top 1% revenue all-time *Kickstarter* campaign and delivered a physical product in under 90 days with zero debt
- Scaled a DTC product to 30,000+ customers across 40+ countries through Shopify, Amazon FBA/FBM, Walmart.com
- Grew revenue over 30% YoY with ~15% ACOS
- Secured a United States Utility Patent on first application – USPTO 7,404,503 – *Compact Clothes Hanger*
- Independently consulted dozens of CPG brands and physical product founders from napkin ideas to revenue generators

Weatherford, Denver, Colorado USA — *Technical Account Manager – Hydraulic Fracturing*

08/2012–03/2015

- Expanded a new Rocky Mountain territory driving over \$75M net new logo, long-term energy field service contracts
- Increased net profit from under \$1M in 2013 to over \$20M in 2014 through ROI-based premium upsells
- Won a 5-figure global Salesforce utilization competition bonus, trained coworkers on Salesforce CRM
- Personally organized, led and cooked at customer hospitality events from 100-500+ guests, regular suite host

Baker Hughes, Houston, Texas USA — *Technical Account Manager – Pressure Pumping*
01/2011–08/2012

- Closed \$25M in multi-product line projects, specializing in cementing and fracking completions
 - Managed \$200M in accounts with executive oil & gas leaders
 - Developed a SharePoint asset utilization reporting tool for \$1B of capital equipment, reduced reporting for 20+ by 80%
 - Cultivated the most profitable downhole cementing customer in Texas from \$0
 - Graduate of Baker Hughes' Sales Academy & mentor of successive candidates
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ADDITIONAL EXPERIENCE

Stewart Tubular Products, Houston, Texas USA — *Technical Sales Representative*
2010–2011

Fastenal Company, Houston, Texas & Northwest Arkansas, USA — *Outside Sales*
2008–2010

Champions Texaco Service Center, Houston, Texas USA — *Vehicle Service Manager*
2003–2007

KEY SKILLS

- Sales Philosophy: High-EQ, operator-level consultative sales approach focused on rapid qualification, diagnosing true customer needs and delivering aligned, long-term solutions that build trust while protecting margin
 - Commercial strategy: GTM business planning, value proposition pricing, ROI case studies, world-class hospitality
 - Rev-Tech: Salesforce, Klaviyo, Amazon Seller Central, Google & Amazon PPC Ads, Shopify, Walmart.com, Loop Returns
 - Technical & Analytic Tools: ChatGPT Pro, Helium10, SEMrush, Google Analytics, Finaloop, QBO, ClickUp, Notion
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AWARDS & MEDIA

- Winner, *Bed Bath & Beyond* Best Innovative Dorm Room Product Search
 - Featured in *Washington Post*, *NBC 9News Denver*, *Design Boom*, *Core77*, *Contemporist*, *Kickstarter*
 - Invited to casting for ABC's *Shark Tank* multiple times
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ADDITIONAL INFORMATION

- Open to international relocation worldwide
- Hobbies: Endurance sportscar racing, EV motorsport R&D, karting, comedy writing, vinyasa yoga, skiing, golf