

<KEEGAN MOODY>

I architect revenue systems for small and midsize companies that transform into predictable growth. My work identifies **Pain Qualified Segments**—groups unified by acute business problems—and builds frameworks that deliver value before prospects become customers. Unlike traditional approaches that rely on broad demographics or feature-focused messaging, I develop **Permissionless Value Propositions** that are so immediately useful that prospects would benefit even if they never bought your product. I engineer the entire customer journey from lead generation through retention, connecting marketing promises with operational reality. I focus on **existential pain points**, and the metrics delivered are so critical to your business they create genuine urgency. By streamlining processes that align teams around solving these critical challenges, I build revenue engines where systems consistently outperform a team of SDRs stuck on a permanent call blitz. I aim to impact culture, revenue, and process.

PROFESSIONAL EXPERIENCE

2025 | Remote

GTM Engineer Consultant, Bariatric Centers of America

- Built and deployed a full-funnel outbound GTM engine to support launch of BARINAV — a clinical software solution for bariatric practices — in partnership with the founder.
- Sourced and qualified 20+ net-new leads, validated through personalized outreach and ICP targeting; established a proof-of-market hypothesis in a specialized vertical.
- Generated \$200K+ in early-stage pipeline; output used to support first sales hire and validate product-market feasibility.
- Developed sales enablement and targeting frameworks that improved lead scoring, sequencing, and founder-led follow-up.
- Acted as a strategic GTM advisor, ensuring early-stage pipeline turned into revenue strategy with measurable ROI and vertical repeatability.

2024

TraceAir, Senior Sales Development

- Spearheaded full-cycle GTM execution in a 100% greenfield territory with no existing pipeline, accounts, or lead generation infrastructure.
- Generated \$220K in closed-won revenue within 90 days by identifying, sourcing, and converting net-new opportunities from scratch.
- Implemented Clay + AI-enabled workflows to build an outbound engine from zero, targeting high-value land development projects using GIS, zoning, and city planning data.
- Reverse-engineered lost deal insights from AEs to refine ICP, persona messaging, and geo-targeted campaign sequencing.
- Functioned as a mini-GTM team of one: owning segmentation, targeting, messaging, outreach, qualification, and deal acceleration.

2021-2023

Biofourmis Inc., Co-Founding SDR

- Co-engineered Biofourmis' initial GTM motion by identifying and activating net-new channels rooted in regulatory pain — including use of federal readmission penalty data to locate hospital systems at risk.
- Designed and executed outreach playbooks targeting Directors of Quality Assurance, leveraging remote patient monitoring as a mitigation lever for CMS fines.
- Personally sourced and developed Orlando Health, a flagship enterprise account still active today and likely contributing millions in ARR, by aligning data-driven risk exposure with a personalized PVP.
- Built a repeatable prospecting framework from zero — combining market intelligence, compliance trends, and workflow storytelling to unlock complex healthcare enterprise accounts

2020-2021

Barbour Orthopedics, Corporate Development

- Led, owned, and managed the data-informed strategy for driving insurance sales across 5 Metro Atlanta offices
- Managed 2 direct reports across 2 offices
- Owned client communication and support including setting up appointments, verifying coverage, and determining fees



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EDUCATION

B.S. in Biochemistry and Molecular Biology (*minor in Statistics & Data Analysis*) - **3.83 GPA**
Mercer University, 2019

PUBLICATIONS

"Mercury Emissions from Peruvian Gold Shops: Potential Ramifications for Minamata Compliance" (Environmental Research, 2020)

- Led process design, data collection, analysis, visualization, and execution of data systems to detect and map Hg⁰ vapor emissions in ASGM towns.
- I built scalable pipelines distilling data to insight for communities.
- Operated as both a data strategist —bridging raw intelligence and real-world applications.

"Method for Mapping Hg⁰ Emissions from Gold Shops in Artisanal and Small-Scale Gold Mining Communities" (MethodsX, 2020)

- Created and operationalized the first documented, repeatable methodology for real-time pollutant mapping.
- Crystallizing a data-driven solution.
- Systematically collected, integrated, and then translated over 1 million data points into an intuitive qualitative scale.

COMMUNITY OUTREACH | IMPACT

2015–Present

Camp Horizon | Atlanta, GA |

- Publicly speaking / presenting at corporate events to audiences of over 80 people, showcasing impact on fostered youth and volunteers.
- Embracing Atlanta's foster care services through outreach, growth, event coordination, and visibility.
- Formed partnerships with local leaders to support mission-focused programs.
- Acted to recruit males who would dedicate time to serve and have brought a total of 10 members to the org.
- Served as Cabin Leader, Camp Counselor, year-round mentor, and participated as Santa at events.

CERTIFICATIONS

- [GTM Engineer School, 2025](#)
- [Clay Cohorts #14, 2025](#)
- [Zapier Automate Your Work, 2024](#)
- [Google Prompting Essentials, 2024](#)

SKILLS

Sales Pipeline Development, Client Management, Analytics & Measurement, Strategy Development, Sales Management, Revenue Maximization, New Business Development, Lead Generation, Product Management, Research & Development Communication, Zoominfo, Salesforce, Hubspot