

KELLY McDONALD

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EXECUTIVE BIO

Kelly is a strategic, indomitable entrepreneur and seasoned executive with repeated success in bringing valuable business insights and revenue generation to bear with a relentless focus on the customer. After 15+ years of innovating for Fintech, Martech, and B2B SaaS enterprises, Kelly created a problem-solving data platform that refined and decreased risk for the influencer industry. As Chief Product Officer for CIPIO.ai, she continues to lead the product's continued evolution, adding new features and tools while also expanding the portfolio of clients eager to fine-tune their search for and selection of vetted social media creators. At every career stop, Kelly has fostered a culture of vitality, assembling great thinkers into proactive teams willing to push boundaries with respect and shared ownership.

Kelly was already flexing product muscles during undergrad studies at Western Michigan University, where she founded the Morebucks.org textbook exchange marketplace. While the move from literary student to mortgage lending may seem an unlikely jump, Kelly used empowering communication to help clients at Quicken Loans get to the heart of their issues. She closed hundreds of deals for the company and was promoted to take her storytelling strengths into regional coaching and executive banker roles from 2005 to 2009.

Martech & Fintech Executive Leadership

Strategic Product Design & Evolution

Galvanizing Team Development

Kelly brought that sales training leadership to Shore Mortgage in 2009, transforming a brick and mortar business into a national online platform. The call center she stood up, combined with the retraining program she crafted, sparked a 127% increase in production. In 2011, a start-up enterprise and former Quicken colleague presented a great opportunity to steer sales processes, training, and quality in the healthcare/insurance tech industry. Kelly's ability to assess and place talent came in clutch.

Moving into the executive realm in 2013, Kelly brought a much-needed team culture to a tenured sales group at RME360. With responsibility for forecasting, planning, and budgeting – and a keen eye for opportunities and more configuring roles for more impact – her financial services data marketing team flourished, including growing business 43% for a large corporate client. Kelly shifted to Proptech in 2014, serving as Movoto's first VP and managing an app build that advanced impactful referrals and gave real estate agents the ability to crush lead conversion times.

Recruited to join Realty Shares, a startup in the Fintech investment industry, Kelly again took on a senior leadership role, closing gaps with automation and building a new division from scratch. During her tenure, Realty Shares raised its C-series funding and grew 5X its size, providing investors direct access to quality opportunities and a superior return on investment. Always in search of streamlining potential, Kelly then targeted a reduced approval time and was able to increase balance-sheet turn time by 4X.

While at Realty Shares trying to hire influencers, Kelly envisioned a platform that would help match influencers with clients – backed by critical data that would tell a far deeper story than anything on the market. And then she made her idea a reality. Melding key technology, data marketing, and startup experience, she advanced on the idea quickly. Turning revenue and engaging elite technology innovators and funding within months, Kelly introduced a proprietary score model that delved beneath surface metrics to segment influencer audience data. Supported by 500Global and Gaingels, she built a data store of 80M user profiles. In 2021, Kelly was honored with Nova Innovation's 2021 Innovation & Media Tech Award. The same year she saw her company through successful acquisition, securing roles for her entire team.

"Kelly completely blew me away with her drive, intelligence and true passion for her job. Her figure-it-out and get-it-done attitude was infectious – everyone within her vicinity would work harder."

Performance Feedback

Kelly is in perpetual growth mode, driven to expand ideas and her own potential. From becoming even more technical by learning SQL and Python to advising other entrepreneurs, she is well-positioned for a range of product and executive leadership posts. A business builder with advanced executive understanding, Kelly has also built great products by driving home the user perspective. If she doesn't see what she needs, she will learn it, create it, or lead it more strategically.