

CHAD R. NEWELL

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SUMMARY

Operating executive with 25 years of P&L ownership across marketplaces, SaaS, media, and enterprise services. Founded three companies and exited two: Media Bakery, which my co-founder and I scaled to \$32M revenue on a 10-person team, and Snapwire, scaled to 50 employees and sold in 2022. Most recently ran a business unit inside a 350M-user platform, where we launched the company's first B2B revenue stream from zero to an \$11M projected run rate in 1 year.

EXPERIENCE

RadiusOS, Founder & Chief Executive Officer

2026 - Present

AI-native CRM platform for trades and field-service businesses. Architected and shipped end-to-end using agentic AI development, with no engineering team. Built and launched an AI-native SaaS platform from concept to paying customers in 28 days using AI-assisted development, without a traditional engineering team.

- Engineered AI inference cost down 97% before launch through architectural redesign, model routing, and usage controls.
- Created an AI-native operating platform for small businesses that combines CRM, workflow automation, quoting, invoicing, and natural-language interaction through MCP.
- Established AI deal scoring, next-best-action recommendation, semantic search, email sequencing with reply detection, quoting, invoicing, and trigger-based automation on Next.js, Postgres, Stripe, and Clerk.
- Shipped a 43-tool MCP server that enables natural-language execution across the platform, and configured 20 vertical operating templates.

VSCO, General Manager, Business Product Suite

2024 - 2026

Owned strategy, monetization, and P&L for the professional and B2B portfolio inside a 350M-registered-user platform with 2.5M paid members and no existing B2B revenue. Led a cross-functional team of 30 across five departments.

- Co-led the company's first B2B revenue stream, a brand engagement platform projected at \$11M ARR, and stood up its first advertising sales function from zero.
- Led all high-value custom brand engagement programs and secured the company's 1st 6 figure deal with a newly designed offer to afford brands to engage with VSCO's ~20M MAU audience.
- Launched VSCO Hub, an AI-powered creator marketplace using embedding-based vector search to match brands to creators at scale.
- Drove 3x trial acquisition with a team spanning product, design, and lifecycle marketing, through funnel redesign, onboarding rebuild, and retention system overhaul across a newly consolidated product suite.
- Relunched acquired Tave CRM as VSCO Workspace: 250% lift in customer sentiment and 100% CSAT sustained through a 6x support volume spike.
- Integrated an acquired education platform and expanded an education-to-membership conversion funnel to the company's ~300M user base.

StudioNow, Chief Operating Officer

2022 - 2023

Enterprise video production business, \$20M GMV, 12,000+ creator supply network. Joined post-acquisition to run company-wide operations and integrate Snapwire, managing a cross-functional team of 25.

- Improved gross margin by 10 points through supply-side optimization and pricing across the vendor and creator network.

- Led full integration of Snapwire's platform, creator network, and operations with no disruption to existing revenue, holding the Amazon Ads vendor relationship intact through the transition.
- Co-led acquisition and integration of Bad Moon Talent, rebuilt GTM and CRM infrastructure across service tiers, and installed a company-wide OKR framework.

*Snapwire, **Founder & Chief Executive Officer***
2012 - 2022

Global creator marketplace producing custom content for enterprise brands, with revenue driven by SOW engagements. Led all 50 employees. Raised Series A at \$4M ARR, scaled to \$8M, exited to StudioNow in 2022.

- Owned full P&L, fundraising, investor relations, and board management, and ran the exit process through close.
- Expanded gross margin from 41% to 70% by re-architecting supply-side pricing, automating brief-to-resource matching, and shifting delivery mix.
- Won and served 50+ enterprise clients including Amazon Ads, Google, Airbnb, DoorDash, Booking.com, and Gallo, delivering 100,000+ productions against client statements of work.
- Led the Amazon Ads program as a top-choice vendor from 2020 to 2023, serving as Executive Producer on 50+ custom deliverables and managing the third-party production company that executed the work.
- Built, vetted, and governed a 1M+ creator network across 50+ countries and 52 US markets, with tiered quality and reputation mechanics.
- Deployed an AI-assisted matching and budget engine that priced briefs dynamically by scope, category, and resource tier.
- Led a cross-functional team to implement Salesforce and Hubspot for revenue tracking.
- Led all enterprise relationships for every 7+ figure account and negotiated MSA agreements with Airbnb, WeWork, DoorDash, Royal Bank of Canada, Gallo Wines and 40+top tier accounts that led to 300% growth from 2016-2018.

*Media Bakery, **Co-founder & Chief Executive Officer***
2001 - 2012

Global content licensing business serving the advertising industry. Ran on a deliberately tight 10-person team. Became North America's largest independent aggregator in its category before acquisition.

- Scaled to \$32M annual revenue on a 10-person team and led the business through acquisition.
- Expanded gross margin from 40% to 60% while aggregating rights to 10M+ assets across 150+ international supply partners, negotiating contracts, rights, and clearances directly.
- Drove all enterprise relationships across every major agency holding group: Omnicom, WPP, IPG, Publicis, Havas, and J. Walter Thompson.

EDUCATION

University of California, Santa Barbara
B.A. • **Sociology, minor in Business Economics**

SKILLS

P&L ownership • Gross margin expansion • Zero-to-one & scale of revenue • Enterprise delivery and client ownership • AI applied to operating models • M&A integration