Peter Harten

Cincinnati, OH | pdharten@gmail.com | linkedin.com/in/peter-harten | peterharten.com

EXECUTIVE SUMMARY

Operations and revenue leader with over a decade of experience scaling early-stage companies. Former COO of a solar hardware company and Director of Business Development at a circular-economy software platform. Proven track record of building financial and operational infrastructure, designing Go-To-Market (GTM) strategies, and driving enterprise B2B sales from pilot to production. Builds working software and sales automation with AI tools to accelerate pipeline velocity and streamline operations.

CORE COMPETENCIES

Go-To-Market (GTM) Strategy | Strategic Finance & Capital Planning | Enterprise B2B Sales ($250k+ ACV) | AI & Sales Automation (Clay, Apollo, Smartlead) | P&L Management & Forecasting | Investor Relations | Pipeline Management & HubSpot Sequencing | Cross-Functional Leadership | Process Optimization

PROFESSIONAL EXPERIENCE

LiquiDonate, Inc. — San Francisco, CA (Remote)

Director of Business Development *Nov 2025 – Oct 2026*

- Secured and expanded key national enterprise retailer accounts, successfully steering complex B2B deals with $250K+ ACVs from initial pilot phases through to full-scale production contracts.
- Architected and executed comprehensive GTM strategies leveraging a modern tech stack (HubSpot, Apollo, Clay, Smartlead), generating a 250% increase in prospect reply rates and a 300% surge in booked meetings.
- Managed and mentored a 2-person outbound revenue team (CSM and SDR) following an internal reorganization, accelerating pipeline velocity and ensuring seamless enterprise client onboarding.

Director of Growth *Nov 2024 – Oct 2025*

- Scaled quarterly total gross revenue by 170% within a single fiscal year, driving consistent QoQ growth from $50K in Q1 to $136K in Q4 through targeted Go-To-Market execution.
- Designed and deployed a $500K marketing funnel leveraging PR, ABM, and event marketing to drive brand awareness and conversion across newly identified acquisition verticals.
- Partnered directly with the executive team on Series A readiness, refining revenue models, aligning sales projections, and improving data reliability for investor presentations ($8-$10M target).

Operations Manager *Mar 2023 – Oct 2024*

- Spearheaded software optimization initiatives, enabling real-time donation tracking and significantly improving reporting accuracy for enterprise clients.
- Established and executed rigorous OKRs and KPIs across operations, driving consistent workflow improvements and directly supporting top-line revenue growth objectives.
- Managed large-scale, reverse-logistics donation projects for national retailers, strengthening enterprise partnerships and ensuring operational compliance.
- Authored comprehensive SOPs for logistics and customer support, reducing operational costs and establishing a scalable framework for future expansion.

GoSun — Cincinnati, OH

Chief Operating Officer *Aug 2021 – Oct 2022*

- Directed the strategic pivot to a Direct-to-Consumer (DTC) model, delivering 75% YOY revenue growth and significantly expanding email marketing revenue streams.
- Coordinated the end-to-end launch of 3 new product lines, generating $3.66M in top-line sales while optimizing inbound logistics for an $8M inventory portfolio.
- Partnered with the CEO to lead capital raises (securing $3M+ via crowdfunding and private investment) and comprehensive financial planning, directly improving cash flow visibility.
- Implemented automated workflows across accounting, customer service, and fulfillment, successfully reducing overall labor costs by 12%.

Director of Global Operations *Aug 2020 – Aug 2021*

- Doubled YOY growth by systematically optimizing sales, logistics, and customer service processes during a period of rapid organizational scaling.
- Oversaw procurement and budgeting for $6M+ in global inventory, achieving substantial cost reductions through strategic vendor negotiations and logistics optimizations.

EDUCATION

University of Cincinnati — Cincinnati, OH | Bachelor of Business Administration (BBA) | 2014

RECOGNITION & AFFILIATIONS

40 Under 40, Venture Magazine (2021), for leadership in growth and finance | Member, CincyAI (Cincinnati Artificial Intelligence Community)