

HARRISON GOLDEN

Go-to-Market Strategy · Finance & Operations · AI-Native Execution · 0-to-1 Building

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SUMMARY

Entrepreneurial Go-to-Market (GTM) strategy and operations leader across revenue operations, finance, AI automation, and 0-to-1 building. Turns ambiguous growth priorities into operating systems: forecasts, reporting rhythms, launch plans, workflows, and executive decision support. Led workstreams across a chemical distributor's post-acquisition turnaround (grew sales \$3.5M to \$8M, loss-to-profitable) and a \$1M-backed DTC launch. Strongest where strategy needs to become measurable execution without adding unnecessary overhead.

EXPERIENCE

2M Laurichem — Strategy & Operations to the President

Chicago, IL · Sep 2023 – Jul 2026

- Drove sales from \$3.5M to \$8M annualized as strategic thought partner to the President through a UK-parent post-acquisition integration; flipped a \$250k/year loss to profitable, beat budget two years running at 20-30% YoY, and cut operating expenses ~10% despite cross-border tariff pressure.
- Owned annual budget tracking, multi-year projections, and quarterly business reviews (QBRs); partnered on building monthly reporting infrastructure that replaced manual reconciliation and produced decision-ready dual-format reporting for parent-company leadership.
- Forecasted across 125+ portfolio accounts (\$10k-\$500k+ annual revenue range) by customer, supplier, product line, seasonality, reorder cycle, and growth trajectory; turned chronically missed supplier forecasts into consistently achieved plans, including two supplier accounts grown 2.2x and 2.4x.
- Built an LLM-powered email marketing workflow with reusable prompt engineering; lifted open rates 60%, doubled downloads, cut production time 50%, and seeded practical LLM adoption across operations.
- Operated cross-functionally across the full commercial engine: order-to-cash execution, EU/China/US regulatory documentation, mid-six-figure commercial escalations, vendor and external marketing coordination, and brand redesign across website, ads, booth graphics, and product kits - using Salesforce CRM and Excel-based modeling.

Insecurities (via Arkeme Advisory Group) — Co-Founder, CEO & Co-Head of R&D

Remote · Apr 2025 – Jan 2026

- Co-founded a \$1M-backed pre-launch DTC skincare company around a hydrocortisone-alternative active; owned strategy, finance, product, GTM, and operating infrastructure as the company's one-person business function.
- Wrote the 0-to-1 plan and nine-month launch roadmap; developed three products with an external lab partner on a proprietary natural blend designed toward National Eczema Association and MyMicrobiome certification standards; ran a 15-person informal trial capturing qualitative improvements in redness, irritation, and skin comfort.
- Designed the influencer-led DTC sales motion and lean pipeline architecture from lead capture through education, validation, and purchase; architected an AI-enabled tech stack (Shopify, Klaviyo, HubSpot, Power BI, Zapier) and LLM workflows (ChatGPT, Claude, Jasper AI) to support launch with a single full-time operator.
- Built low/base/high multi-year revenue scenarios targeting \$1.5M-\$3.0M in Year 1 with a planned 3-6 month new-product cadence; structured a \$350k influencer-led marketing and test-kit program; executed a disciplined pause when peak US-Brazil tariffs reached 50% and broke unit economics, preserving committed capital, trademark IP, and the backing relationship for future relaunch.

ML Financial Software — Founder (self-funded)

Remote · Feb 2023 – Jan 2025

- Self-funded and architected an ML-driven options and forex trading system in Python with LSTM neural networks, covering S&P 500 options and major forex pairs; iterated through three model versions applying Modern Portfolio Theory and behavioral-economics layers, validated through live trading and paper backtests.
- Directed a contracted developer through nine months of full-time iteration across requirements, model design, dashboard development, and testing; ultimately determined the safety-weighted strategy did not outperform passive alternatives enough to justify commercialization, creating a foundation in ML, financial modeling, contractor management, and applied AI strategy.

Doctor Golden's (DTC skincare) — Founder

New York, NY · Apr 2021 – Sep 2021

- Founded an ingredient-first DTC skincare brand selling oil-soluble Vitamin C and squalane as raw actives adaptable across skin tones, hair types, and age groups; validated first-mover positioning through medical-office sales.

EDUCATION, CERTIFICATIONS & LICENSES

New York University — B.A. Psychology — *extended timeline alongside professional roles*

Expected Aug 2026

Certifications: Entrepreneurship Specialization, Wharton Online (2022) · ChatGPT Prompt Engineering for Developers, DeepLearning.ai (2023) · AI Applications and Prompt Engineering, edX (2023)

License: New York State Real Estate Salesperson — Prospect Equities Real Estate (2020 – 2024)

SKILLS & TOOLS

Strategy & Ops: GTM strategy · revenue operations (RevOps) · scenario modeling · process design · executive reporting · order-to-cash · pipeline & lifecycle design · sales enablement · vendor coordination · project & program management · regulatory workflows (EU/China/US)

Finance: Financial modeling · P&L management · revenue forecasting · budgeting · unit economics · variance analysis · multi-year planning · turnaround / integration

AI & Automation: LLM workflow design · prompt engineering · n8n workflow architecture · multi-model orchestration & benchmarking (Claude, GPT, Gemini, Grok, Perplexity) · Claude skill / agent development · ChatGPT Enterprise · Zapier

Sales / Marketing / DTC Stack: Salesforce · HubSpot · Klaviyo · Constant Contact · Shopify · Monday.com

Data & BI: Excel · Power BI · Salesforce reporting · Supabase · Python (ML) · SQL (foundational)