

Mike Schwartz

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Revenue Leader and Former Founder | AI-Native Startups | Consumption Platforms | Strategic Partnerships

Summary

Revenue leader and former founder with 17 years in technology sales, 10 of them leading sales teams, most recently as CRO of two AI-native startups. Scaled ARR from \$5M to \$100M at Happy Returns, during acquisitions by PayPal and UPS, exceeding quota in 16 of 18 quarters. Built consumption-based revenue plans, credits and rebate programs, and non-standard partnership agreements with FT 500 executives. Sources and wins strategic accounts through venture investor relationships. Has sat on the buyer and seller side of AI model economics, negotiating token pricing of a multi-model platform. Lead 1500+ hours sales training and coached teammates who became CROs and VPs in other technology companies.

Professional Experience

Goodweek | Chief Revenue Officer | Jan 2026 to Sep 2026

AI-native workplace productivity platform that routes multi-step tasks to the best-fit AI model. Backed by True Ventures. Sold through technology service distributors and managed service providers with co-selling to end customers.

- **Revenue ownership:** Owned GTM strategy, forecast and commercial results across teams in the US, UK, France and Spain. Within 90 days of product launch, signed annual contracts with 61 channel partners who generated \$250K ARR.
- **Model economics:** Worked with frontier model APIs as a customer; tied distributor volume targets to token-pricing rebates and marketing funds in our distribution agreements.
- **Credits and ecosystem programs:** Built partner credits, technical onboarding, founder events and a co-selling program that drove pipeline, retention and consumption growth.
- **Product and pricing influence:** Brought structured customer insight to Product and Pricing each week by analyzing call recordings with Claude, updating Salesforce and generating prioritized product tickets. Designed and prototyped 30+ features with Product, including automated setup built on LLM-generated instructions and skills.
- **AI-native operations:** Built internal apps with Claude Code, Supabase, GitHub and Vercel for partner management, territory planning, forecasting and revenue operations.
- **External voice:** Presented on AI maturity and governance at industry conferences; won awards for Best Go-To-Market Strategy and Best Market Opportunity.

SHIELD | Chief Revenue Officer | 2024 to 2025

AI-native identity verification and fraud prevention platform. Backed by Notable Capital and Temasek. Technical POCs sold to product and engineering buyers, expanding by scope and usage; about \$300K ACV, 9-month cycle.

- **Revenue and team leadership:** Delivered 2.1x year-over-year growth and 137% of quota; built the annual revenue and quota plan and led a team of 17 across the US, India, Singapore, UK, Brazil and South Africa.
- **Consumption economics:** Forecast API usage from historical results and comparable use cases; negotiated annual contracts with about \$200K minimum commits, evergreen renewals and volume-based pricing.
- **Technical executive selling:** Won DoorDash's Deliveroo unit and Unico IDV through senior and Trust and Safety engagement, technical POCs and custom integrations that expanded across business lines.
- **Responsible AI:** Advised customers on performance metrics such as precision, recall, coverage, latency and cost tradeoffs; spoke on AI trust & safety at Money20/20 Las Vegas, 2025.
- **Seller development:** Led about 400 hours of sales, leadership and negotiation training, including group reading, homework, role play and call coaching.

Happy Returns | SVP Sales | 2020 to 2024

Consumption-based e-commerce returns platform, acquired by PayPal (\$265M) and then UPS (\$465M). Enterprise direct sales, reseller partnerships and PayPal/UPS co-selling; \$2M ACV, 6-month cycle.

- **Hypergrowth:** Scaled ARR from \$5M to \$100M in 4.5 years, exceeding quota in 16 of 18 quarters, with 2% logo churn each year and about 140% net revenue retention across 1,500+ customers.
- **Plan, forecast and coverage:** Owned revenue, gross margin, hiring and quota plans with CEO and PayPal/UPS Finance approval; forecast within minimal variance for three years. Segmented coverage by order volume and ACV, and documented lifecycle ownership and handoffs as customers moved from Startup to Mid Market to Enterprise tiers.
- **Investor-led business development:** Won Levi's, Rothy's, Everlane and others through introductions from US Venture Partners, Norwest Ventures, Upfront Ventures and L Catterton.
- **Non-standard agreements:** Negotiated a 3-year Revolve bundle across Happy Returns, Braintree, PayPal BNPL and Venmo: \$5M ACV for Happy Returns, \$1B in Braintree processing volume, and \$5M in contra-revenue incentives and joint marketing. Structured similar bundles for Shein and TikTok Shop. Won Gap Inc. (\$12M ACV) by negotiating a \$2M exclusivity agreement with Staples that displaced the incumbent's return drop-offs from Staples stores.
- **Channel strategy:** Set and reached a 3-year goal of 50% of revenue through partners, including PayPal/UPS co-selling, for lower CAC and faster growth. Integrated in-person returns into competing portals (Narvar, Loop, Aftership et al.), opening a \$20M ACV opportunity with QVC.
- **Executive alignment:** Led GTM diligence and integration through both acquisitions; proposed a co-selling motion to the UPS CCO and CFO (account mapping, joint value propositions, SPIFFs, quota retirement) that addressed cannibalization and raised combined revenue and margin.
- **Team building:** Grew revenue organization from 5 to 41 (about 20 sellers, 6 direct reports); hired or interviewed about 200 candidates. Led 1,000+ hours of training on problem-centric selling, raising enterprise win rate from 11% to 27%, cutting cycles from 9 to 6 months and growing deal size 10x. Four teammates went on to become CROs or VPs of Sales.

Scalefast | VP Sales | 2016 to 2020

Enterprise e-commerce, payments and logistics platform, acquired by ESW (\$300M). Technical enterprise sales; \$500K ACV, 9-month cycle.

- **Revenue growth:** Scaled ARR from about \$1M to \$30M; joined as the first US employee and grew the commercial team from 1 to 16 across the US and Europe.
- **Enterprise sales:** Personally won Wizards of the Coast/Hasbro, Logitech, FLIR and Take-Two Interactive; built SDR, AE and account-based marketing programs, compensation plans, budgets and reporting.

Founder and Earlier Career

- **CreatorZoo | Founder | 2014 to 2016:** Built a social media creator marketplace; acquired by Scalefast.
- **Equilibrium Capital | Summer Associate | 2014:** Transaction underwriting for a \$2B AUM private equity impact fund.
- **WM | National Accounts, Field Sales and Organic Growth Group | 2006 to 2013:** Sold renewable fuels technology, as well as multi-site national account contracts.

Education

USC Marshall School of Business, MBA, 2015

University of Oregon, BA, 2006; captain, Oregon Rugby