



Gregory Newman

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Strategic Leadership for SaaS Startups, Scale-ups, Turnarounds

With over 25 years of experience leading startups, scale-ups, and turnarounds in multiple industries, I am expert at aligning stakeholders around a shared vision and executing with an agile, data-driven process that promotes teamwork and exponential growth.

HIGH-IMPACT EXPERTISE

Planning

- GTM Planning, Budgeting
- Market Forces Analysis
- Financing & Recapitalization

Growth

- Sales & Marketing Management
- Digital-First Outreach Programs
- Product Development and Launch

Operations

- Process and Infrastructure
- Transition and Turnaround
- Compliance and Audit

PROVEN PERFORMANCE

VSaaS GTM Retool | 2022 – 2024

Company: Arcules, Inc., Irvine CA

Role: CMO (fractional)

- Retooled Video-Surveillance-as-a-Service (VSaaS) go-to-market strategy, positioning, messaging
- Implemented marketing automation system
- Rebuilt channel partner and SDR programs
- The results: 350% YoY pipeline increase; 65% YoY new customer growth

Manufacturer Startup to \$50 Million | 2020 – 2023

Company: Nano Filter Inc., Long Beach CA

Role: President/COO

- Grew startup PPE maker to \$48m ARR
- 95 employees, 20 production lines, 100K sf facility
- Featured on NBC Today, CNN, other media
- Key D2C metrics: AOV: \$77; CAC: \$18; LTV: \$266

Manufacturing SaaS Refocus and Sale | 2015 – 2016

Company: Vigilistics, Inc., Irvine CA

Role: COO

- Manufacturing analytics SaaS turnaround
- Split 'platform' into modules, reduced sales friction
- Grew MRR 4x with clients Nestlé, Kroger, Alta Dena, Leprino, Dean Foods
- Sold company in one year at 400% increase in EV

Food-as-a-Service Launch | 2014 – 2015

Company: Veestro, Inc., Thousand Oaks CA

Role: President/CEO

- Led plant-based food-as-a-service (FaaS) from seed funding to national presence in one year
- Built digital-first D2C marketing machine: website; email; influencers; loyalty; rewards; search; social
- Results: 693% YoY growth; acquisition by copacker

Fashion SaaS Turnaround, Sale | 2012 – 2014

Company: Pipit Interactive, Santa Monica CA

Role: President/CEO

- Led turnaround of interactive software maker
- Landed customers Guess, 7 for All Mankind
- Successfully sold redundant IP and repositioned company for acquisition

Fintech SaaS Launch, Growth, Exit | 2007 – 2012

Company: vWise, Inc., Aliso Viejo CA

Role: COO

- Launched interactive-video 401(k) enrollment and management SaaS
- Grew to millions of participants, 44 of top 50 providers: AXA-Equitable; Charles Schwab; DST; The Hartford; Mutual of Omaha; PNC Bank; more
- PE investment and founder exit

EDUCATION

Bachelor of Arts, Law & Society
UC Santa Barbara

Juris Doctor
Chapman University School of Law