

Brendan Hayes

Chief Revenue Officer · Head of Growth · GTM Leader

Boston, MA Open to SF · Austin · NYC · Boston · Miami · Remote

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Revenue leader with 15+ years building go-to-market engines across seed-stage startups, venture-backed scale-ups and global consultancies. Three-time founder with two exits, so I have sat on the other side of the table from the boards I now report to. Currently Chief Revenue Officer at Astronomic, owning sales, marketing and partnerships under a single number. I build pipeline as a system — data models, automation and agents wired into the revenue motion rather than bolted beside it — and I advise AI companies working on prediction markets, AI governance and AI memory.

50+ deals High-ticket B2B closed with seed-stage founders in 12 months — Astronomic	2× revenue Core business line, year over year — Astronomic	\$17M+ Revenue in a single fiscal year, Fortune 500 accounts — Accenture	#28 Inc. 5000 From MVP, and #1 in Colorado — InvitedHome
\$750M Internal investment behind the vertical AI MarTech product I led GTM for — Deloitte	1,000+ Active angel investors in the community I grew — Astronomic	3× founder Two exits, across marketplace, agency and SaaS	Inc. · CNN Recognized for GTM engineering and growth strategy

Experience

Jun 2025 — Present
Boston, MA

ASTRONOMIC

Chief Revenue Officer

Head of Growth, Jun 2025 – Feb 2026 · promoted to CRO Feb 2026

- Own revenue end to end — sales, marketing and strategic partnerships under one number, for a platform connecting founders, angels, fund managers and enterprise operators.
- Closed **50+ high-ticket B2B deals** with seed-stage founders in 12 months, selling directly to technical and first-time founders.
- **Doubled revenue** for the core business line year over year.
- Grew the angel investor community past **1,000 active members**, treating community health as a revenue input rather than a marketing metric.
- Built the GTM engine on a bespoke stack: data models, automation and agents wired into the pipeline, so forecasting and outreach run off the same source of truth.
- Structured partnerships around shared upside and aligned incentives, converting introductions into recurring, durable revenue.

Dec 2023 — Present
Remote · NA, EMEA, APAC

BRENDAN HAYES CONSULTING

Principal

- Strategic advisor to seed through growth-stage tech CXOs across three continents, including venture and premier accelerator portfolio companies (EWOR).
- Engagements centre on GTM architecture, revenue operations and pricing — the work of standing up a repeatable motion where one does not yet exist.

Aug 2022 — Dec
2023
Boston, MA

ACCENTURE

Manager, Technology Innovation Strategy

Go-to-market lead for emerging technology offerings

- Drove **over \$17 million in revenue in a single fiscal year** across Fortune 500 accounts in Semiconductor, Hardware and Aerospace.
- Owned GTM activation for innovation offerings across **AI, XR, digital twins and spatial computing**.
- Built blue-chip joint GTM partnerships with **Microsoft, Nvidia and Meta** to support platform implementation.
- Published POV thought leadership circulated to the Fortune 500 client pool (FAANG, semiconductor, hardware), used directly to activate partnerships and open business development conversations.
- Advised Fortune 500 CIOs on where to place emerging-technology investment.

Jun 2021 — Aug
2022
Boston, MA

DELOITTE

Senior Consultant

- **GTM lead for a vertical AI MarTech product backed by \$750M of internal investment** — an AI product taken to market at enterprise scale.
- Strategic advisor to the global CMO; measured and reported topline KPIs directly to the CEO and Board.
- Solutions architecture and sales for AI and blockchain implementations with Fortune 500 FinTech clients.

Jun 2019 — Jun
2021
Austin, TX

COSMIC DIGITAL

Founder

- Founded and led a marketing analytics and automation platform — product, GTM and revenue.
- Growth consulting and implementation for Fortune 500 clients, **Y Combinator** portfolio companies, and new ventures founded by former Fortune 100 CXOs.

Jan 2017 — Jun 2019
Boulder, CO

MAGIC

Co-founder & Chief Marketing Officer

- Co-founded a performance marketing agency and led client success for early and growth-stage startups, **TechStars** and venture-backed, across B2B and consumer.
- Built growth-hacking methods for digital campaign fundraising that helped make **Marianne Williamson the most-Google presidential candidate** after the July 2019 debate, per CNN.
- **Exit** via secondary equity transaction ahead of acquisition.

Jul 2014 — Nov 2016
Boulder, CO

INVITEDHOME

Head of Growth

Family-office backed, TechStars portfolio

- Took the platform **from MVP to #28 on the Inc. 5000**, and #1 in Colorado.
- Built the full-funnel motion — marketing, nurture, business development and sales pipeline — with custom platform, database and **HubSpot CRM** integrations driving personalized user journeys.
- Ran a split B2B and B2C motion, partnering with premier realty groups including **Sotheby's**.
- Partnered with the CPO on product-led growth and the CEO on growth strategy and partnerships.
- Used predictive analytics to optimize media ROI through severe seasonality, and built turnkey processes with SDRs and AEs to close.

Nov 2013 — Jul 2014
Boulder, CO

SMARTCLICK ADVERTISING

Digital Marketing Lead

- Led GTM strategy, positioning and launch execution for new brands — including **Vuori Clothing**, as an equity partner.
- Managed media buying and creative direction for Fortune 1000 and growth-stage accounts across enterprise B2B, CPG, fashion and travel.
- Implemented predictive analytics and KPI tracking across Google, Meta and programmatic channels; ran hands-on A/B testing and conversion rate optimization.

May 2011 — Nov 2013
Boston, MA

STEALTH STARTUP

Co-founder

- Co-founder and GTM lead for a two-sided online marketplace. **Exit** via cash liquidation split.

Advisory & teaching

I advise founders working on hard data problems like prediction markets, AI governance, and AI memory.

Dazaboost.ai

Product Owner for Front End Launch, Fundraising & GTM Strategy

dazaboost.ai →

Mycelic Memory

GTM Strategy, Market Assessment, Positioning, Founder Coaching

mycelicmemory.com →

ALSO TEACHING Guest lecturer — Princeton, TechStars

Capabilities

REVENUE LEADERSHIP

Sales, marketing and customer success under one number. Hiring and comp design, quota and territory, forecast discipline, pipeline review cadence, pricing and packaging, board and investor reporting.

PARTNERSHIPS & BD

Joint GTM with Microsoft, Nvidia, Meta and Google. Channel and ecosystem strategy, co-selling motions, deal structuring around aligned incentives and shared upside.

GTM ENGINEERING

Revenue data models, CRM architecture (HubSpot, Salesforce), marketing and sales automation, AI agents in the pipeline, lifecycle and lead scoring, attribution, predictive analytics, RevOps tooling and integration.

AI & EMERGING TECH

Taking AI products to market at enterprise scale, AI governance, prediction markets, AI memory, XR and spatial computing, digital twins, blockchain implementation, solutions architecture.

GROWTH & DEMAND

Product-led growth, outbound and ABM, full-funnel demand generation, SEO and SEM, paid media across Google, Meta and programmatic, conversion rate optimization, community-led growth.

FOUNDER & OPERATOR

Three-time founder with two exits. Fundraising support and pre-seed capture, product ownership including hands-on React front-end work, zero-to-one GTM, and selling to technical founders.

Education

Aug 2007 — May 2011
College Park, MD

UNIVERSITY OF MARYLAND

Bachelor of Arts, Film / Cinema / Video Studies