

K. Todd Storch

Revenue & Growth Executive – CRO / President / CEO
SaaS · Sports-Tech · Media

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POSITIONING

Revenue and growth executive companies bring in for a defined mandate: build the engine that grows the top line, then make it run without me. **Most of my career has run this way by choice** — a company at an inflection point, a defined term, and a number to hit. President, CRO, and CEO roles across SaaS, media, and sports, including a fractional-CRO practice at the country's leading Executives-as-a-Service firm. I've owned a P&L through growth, through a turnaround, and through an acquisition. What you get is someone who has done the first ninety days six times and doesn't need a year to find the leverage.

EXPERIENCE

Revolin Sports · high-performance pickleball equipment 2024 – Present

Board & Executive Advisor

President & Chief Growth Officer, 2024 – 2026

Owned the commercial side of a performance paddle brand competing against category incumbents — channel strategy, marketing, sales systems, and go-to-market.

- Diagnosed the company's core constraint as product-market fit rather than demand generation, evidenced by channel performance: assisted and custom channels delivered 57% of revenue and all of the year's growth, while self-serve channels missed plan by the widest margin. Redirected company focus from go-to-market spend to product development.
- Launched the custom / white-label channel from zero to 22% of company revenue in eight months — the #2 channel behind the website and the highest-ASP line in the mix.
- Rebuilt the ambassador program into an owned-distribution channel delivering 17% of revenue, outperforming Amazon by 37%.
- Held total expenses 28% under plan while restructuring go-to-market.
- Retained on the Board post-transition; continue advising the CEO on go-to-market and product strategy.

Storch Holdings, Inc. 2026 – Present

Founder & CEO

Building P³, a coaching platform for pickleball. Built capital-efficiently.

Chief Outsiders · Executives-as-a-Service, 125+ fractional executives 2023 – 2024

Chief Revenue Officer

Fractional executive practice — embedded with CEOs and CROs across SaaS, consumer products, and professional services as fractional CRO, VP of Sales, or Executive Advisor. Engagements were scoped to defined structural problems rather than a revenue target: a sales function without a leader, a go-to-market motion with no repeatable model, a team needing steadying through transition.

- On the founding team for Chief Outsiders' AI practice — assessed the capability, defined and built the operating structure for how a 125+ executive firm would apply it, and recommended the new product offerings built on top of it.
- Built the go-to-market model for a client operating without repeatable structure — defined ICP, rebuilt pricing, and installed pipeline architecture for the sales organization, generating qualified pipeline equal to 30% of the company's annual revenue.
- Stepped in as transitional VP of Sales while the CEO ran an internal search for a permanent hire — held operating cadence and pipeline discipline steady, worked directly with reps and sales leadership, and handed off an intact team.

Futuri · audience engagement & sales intelligence SaaS, Inc. 5000 x8

2022

Chief Revenue Officer

- Owned revenue across sales and marketing, aligning go-to-market strategy with operational plans for profitable growth.
- Rebuilt the end-to-end customer journey from awareness through onboarding, and built the internal processes and procedures required to scale it.

Five Star Global LLC · membership, media & events; mortgage and M&A industries

2020 – 2021

Chief Executive Officer

- Ran two national membership organizations and the media business around them — publishing, conferences, and education — through the pandemic disruption to live events.
- Navigated an event-driven business from COVID-19 losses back to profitability.

Growth & Transformation Mandates

2018 – 2020

Consulting and interim executive engagements

Brought in on defined scopes to lead growth strategy, organizational transformation, and go-to-market build-outs.

- Co-Founder & Managing Director – Gratitude & Grace Consulting · 2019–2020
- COO / CMO – Listeners On Call (contract) · 2020
- Director, Strategy & Development – Navint Partners · 2018–2019
- SVP, Strategic Initiatives – Ministry Brands · 2018

Kindrid · Give.Church — digital giving SaaS

2016 – 2018

Chief Executive Officer

- Hired and developed staff and installed the systems that grew MRR more than 100% and ARR more than 300%.
- Managed financial due diligence and post-close integration through the sale of Kindrid to Ministry Brands.

Formstack · workflow & forms SaaS

2014 – 2016

VP of Sales, General Manager of Lead Conversion

- Ran day-to-day operations for the full inbound and outbound sales organization, plus go-to-market for all new product launches.
- Led annual ARR increases of 100%.
- Led expansion of the product into multiple new markets beyond its original segment.

Taylor's Gift Foundation · national organ-donation nonprofit

2010 – Present

Founder & Chairman Emeritus

Founder & President, 2010 – 2014

- Founded and ran a national organ-donation nonprofit from a standing start with no outside investment or grants — NYU Langone Organization of the Year, People Magazine "Heroes Among Us," and a co-authored book.
- Secured national consumer brand partnerships as an unproven founder — including Nike and OPI — converting retail and product collaborations into awareness at a scale the organization's budget could not have bought.
- Built it to outlast the founder: fifteen years on, Taylor's Gift operates across 47 states, delivers free grief support to donor families, and was named D CEO Nonprofit of the Year in 2025.

EARLIER CAREER

The Center for Sales Strategy — VP / Senior Consultant · 2006–2010

Susquehanna Radio Corp — General Sales Manager / Director of National Sales · 2001–2006

Infinity Broadcasting — General Sales Manager, National Sales Manager · 1995–2001

Andersen — Accountant · 1991–1993

BOARD & ADVISORY

Texas A&M University, Mays School of Business

Chair, MS-Marketing Advisory Board
Board 2016–present · Vice Chair 2023–24 · Chair 2024–present

Sequence Me Now

Board Secretary · 501(c)(3) cancer patient advocacy
2026 – Present

Coppell Arts Center Foundation

Board Member · 2020 – 2023

City of Coppell

Chair, Smart City Board · 2019 – 2022

SMU Cox School of Business

Advisory Board, Digital Accelerator · 2017 – 2019

RACQUET SPORTS MARKET CREDENTIALS

- 4.5+ competitive player — St. Louis Shock minor league team; helped build the franchise's Dallas market presence.
- Founding member, The Picklr Lewisville · Founding member, Pickle Universe.
- Helped bring and produce the Guinness World Record for longest pickleball game played.
- Distribution access across DFW — founding member at two flagship facilities, with standing relationships across facility ownership, league operators, and competitive play communities.

EDUCATION & PUBLISHING

Texas A&M University, Mays Business School — BBA, Accounting
Co-author, *Taylor's Gift* (Revell) — Most Inspirational Book, Books for a Better Life Awards