

# Tim Jordan

Founder · Foundry Ventures · GrowthHive · Project Silk Inc

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## EXECUTIVE BIO

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I've spent fourteen years operating at the intersection of ecommerce, cross-border commerce, and AI — and the seat I take with founders is the strategic growth seat.

**At Carbon6 I led the strategic core — acquisition strategy, connective GTM, and product-to-community mapping** — through to the company's acquisition by a publicly traded buyer for **\$240M, just three years after its founding** (closed January 2025). Across the M&A pipeline we vetted hundreds of SaaS and agency companies, then acquired and integrated 21+ SaaS solutions into a single coherent ecosystem. As Chief Strategy Officer and then Chief Community Officer, I also owned the connective GTM motion spanning community, product solutions, partnerships, sales support, and affiliates. I resigned in collaboration with the final purchase.

That was the third of three C-suite seats. Earlier I was **Chief Growth Officer at SellersFi**, where we built the virtual bank account product running across 200+ countries and 37 currencies. Before that I was **Executive Growth Strategist to the U.S. CEO at PingPong Payments**, developing the North American GTM strategy alongside the global executive team in Hangzhou.

The continuous thread underneath those C-suite roles is **GrowthHive — my advisory practice, operating since 2017 as Ecom-Lever, LLC DBA**. Through GrowthHive I've worked with 30+ ecommerce companies, ranging from idea-stage founders to **Alibaba, Helium 10, Amazon, PickFu, and Carbon6**. Currently I lead the **Product & GTM Advisory Board for Alibaba's Accio Work** — the most senior independent contractor role in Alibaba.com's history. Today the practice's productized offering is senior fractional CGO and CMO ownership for AI- and SaaS-startup founders — taking the full growth seat with a built-in transition to advisor as the internal team scales up.

Alongside the practice, I've founded **Foundry Ventures** — an AI-native infrastructure house built for the internal Foundry portfolio's own use, not sold as a product. The **Foundry Agent System** is the production-deployed agentic AI platform; the methodologies that run on top of it — the **Value Matrix for GTM, Funnels in Funnels**, and **Buckets for Partnerships** — are how I take a business from idea to Series A. Industry-agnostic, company-agnostic. **I'm not just an operator advising on AI. I'm building in this space.**

I also founded **Project Silk Inc**, which localizes branding and GTM across the US ↔ China bridge from offices in the **USA and Shenzhen, China**. Earlier ventures include **Private Label Legion** (CEO & Founder; 4.5M+ global content views), **Hickory Flats, Inc.** (Founder & President; sourcing and 3PL warehousing with offices in Shanghai, Guatemala City, and the USA), and **EvoLatam** (Co-Founder; first multi-category ecommerce tradeshow of its kind in Mexico). I've also built and exited multiple direct-to-consumer ecommerce brands of my own — including **Briar and Oak** and **Fifth and Nest** — across Amazon, eBay, and Etsy.

I host **Helium 10's AM/PM Podcast** (top-100 globally), led **Project X** — the most-watched ecommerce case study in the world — and have spoken at **91+ conferences across 23 countries**.

*The thesis is simple: the best idea, product, or founder in the world will not hit their full potential without the correct GTM plan. **That's the seat I take with founders.***