

Tim Jordan

Founder · Foundry Ventures · GrowthHive · Project Silk Inc

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Senior operator and strategist for founders who need a wide-aperture growth seat — strategy, GTM, brand, partnerships, fundraising narrative, distribution — but aren't yet at the stage for a full-time C-suite hire. Three C-suite seats. Fourteen years across cross-border commerce, ecommerce technology, and AI-native infrastructure. Practice clients have ranged from idea-stage founders to Alibaba, Amazon, and Helium 10.

CAREER HIGHLIGHTS

- **Carbon6** — led the strategic core — acquisition strategy, connective GTM, and product-to-community mapping — through to its **acquisition by a publicly traded buyer for \$240M, just three years after the company's founding**. Vetted hundreds of SaaS and agency companies in diligence; acquired and integrated 21+ SaaS solutions into a single coherent ecosystem.
- **GrowthHive** (Ecom-Lever, LLC DBA) — founded and continuously operates since 2017. 30+ advisory clients spanning idea-stage founders to platforms like **Alibaba, Helium 10, Amazon, PickFu, and Carbon6**.
- Currently leads **Alibaba's Accio Work Product & GTM Advisory Board** — the most senior independent contractor role in Alibaba.com's history.
- Three executive-team seats across ecommerce technology: **Carbon6** (CSO → CCO), **SellersFi** (CGO), and **PingPong Payments** (Executive Growth Strategist to the U.S. CEO).
- Founder and operator of **multiple direct-to-consumer ecommerce brands** — including **Briar and Oak** and **Fifth and Nest** — built and exited across Amazon, eBay, and Etsy.
- Founder of **Foundry Ventures** — internal AI-native infrastructure for the Foundry portfolio plus the industry-agnostic GTM methodologies that run on top of it. Building in AI, not advising on it from the outside.
- **91+ conferences, 23 countries** spoken at. Host of **Helium 10's AM/PM Podcast** (top-100 globally). Lead of **Project X** — the most-watched ecommerce case study in the world.

ACTIVE ROLES

Founder — Foundry Ventures

Oct 2025 – Present · Huntsville, AL

AI-native infrastructure house — **built for internal use across the Foundry portfolio, not sold as a product**. Houses the Foundry Agent System (production-deployed agentic AI platform) and the industry-agnostic methodologies that run on top of it — the Value Matrix for GTM, Funnels in Funnels, and Buckets for Partnerships. Operates a full local AI inference and agentic pipeline stack; ships production AI tooling for the internal Foundry portfolio.

Founder / Managing Member — Ecom-Lever, LLC DBA GrowthHive

Apr 2017 – Present · Huntsville, AL

The strategic advisory practice — operated continuously through every C-suite role on this CV. **30+ clients** including Alibaba, Helium 10, Amazon, PickFu, and Carbon6. Today's productized offering is senior fractional CGO/CMO ownership for AI- and SaaS-startup founders too early for a full-time growth executive, with a built-in transition to advisor as internal growth leadership is hired in.

Founder — Project Silk Inc

Jan 2025 – Present · offices in the USA and Shenzhen, China

US ↔ China cross-border localized branding and GTM, operated on both sides of the bridge from offices in the **USA and Shenzhen**. Serves brands going outbound and inbound, plus the service-provider ecosystem in between.

SELECTED PRIOR EXECUTIVE ROLES

Chief Strategy Officer → Chief Community Officer — Carbon6

Aug 2022 – Dec 2024 · Full-time

Owned the strategic core at Carbon6 — **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). Vetted hundreds of SaaS and agency companies in due diligence; acquired and integrated 21+ SaaS solutions

into a single coherent ecosystem. Across the CSO → CCO arc, also owned the connective GTM motion spanning community, product solutions, partnerships, sales support, and affiliates. Resigned in collaboration with the final purchase.

Chief Growth Officer — SellersFi

Apr 2020 – Aug 2021 · Full-time

First-of-its-kind lend-tech platform for ecommerce. Built the **virtual bank account product** operating in **200+ countries across 37 currencies**. Owned GTM, marketing, strategic partnerships, and sales support on the executive team.

Executive Growth Strategist — PingPong Payments

Jun 2019 – Jun 2020 · San Francisco Bay Area

Executive strategist to the U.S. CEO; worked alongside the global executive team in Hangzhou to develop the localized product offering and GTM strategy for the North American market.

PRIOR FOUNDER + OPERATING ROLES

- **Founder — Multiple Direct-to-Consumer Ecommerce Brands** (2015–2025) — built and **exited** several DTC product brands across Amazon, eBay, and Etsy, including **Briar and Oak**, **Fifth and Nest**, and others.
- **CEO & Founder — Private Label Legion** (2018–2023) — community for ecommerce sellers; **4.5M+ global content views**; top-rated quality content for the aspirational-to-established cohort.
- **Founder / President — Hickory Flats, Inc.** (2015–2020) — full-service sourcing, logistics, and 3PL warehousing for SME ecommerce brands. Offices in **Shanghai, Guatemala City, and the USA**.
- **Co-Founder — EvoLatam** — first multi-category ecommerce tradeshow of its kind in Mexico (CDMX + Monterrey).
- **Business Development — JMJ Parts, LLC** (2012–2015) — international BD including U.S. State Department prime contractors and partners in Kenya. The anchor for fourteen years in global commerce.

SKILLS & METHODOLOGIES

Domain expertise — Full-stack GTM strategy · M&A and roll-up integration · Product-development advisory · Cross-border commerce (US ↔ China ↔ Latin America) · Ecommerce marketplace strategy · Community building · Partnership architecture · Sourcing and logistics · Fundraise narrative and executive-team work · Cross-cultural BD.

Methodologies authored (industry- and company-agnostic) — the **Foundry Agent System** (production-deployed agentic AI platform); the **Value Matrix for GTM** (two-layer conversion instrument); **Funnels in Funnels** (recursive funnel architecture for multi-stage GTM); **Buckets for Partnerships** (partnership-segmentation framework); plus AI-native process designs for the idea → Series A growth path.

AI fluency — Running production agentic AI infrastructure at Foundry Ventures — local LLM inference, agentic pipelines, automated workflows — built for the internal portfolio's own use. Not just operating on top of AI; building in it.

SPEAKING & CONTENT

- **91+ conferences across 23 countries** — Amazon Accelerate, Alibaba-hosted events, BDSS, Prosper Show, Affiliate World, European Seller Conference, and others.
- **Host, AM/PM Podcast (Helium 10)** — May 2020 to May 2022. Top-100 entrepreneurial podcasts globally; 20K+ listens per month.
- **Lead, Helium 10 Project X** — the most-watched ecommerce case study in the world. 14-part video series documenting a complete Amazon product launch from research through China sourcing through go-to-market.

EDUCATION

Freed-Hardeman University — Business Management.

References and named client testimonials available on request.