

Kevin Sandlin

TechCXO Partner - Marketing Strategy & Content



CONTACT DETAILS

kevin.sandlin@techcxo.com
(404) 229-3030

RELEVANT EXPERIENCE

Kevin Sandlin is a creator of new businesses, expert communicator, storyteller, and content marketer who advises startups on how to develop their unique message and find and reach the right audiences so they can scale and succeed.

As a veteran of technology startups, including an IPO, two acquisitions, and varied ventures, he is a connector and mainstay within the Atlanta tech startup community, having led **Pitch Practice**, a weekly meetup for new entrepreneurs to create and perfect their pitch, for more than five years.

Kevin is also the Founder and Editor of **Atlanta Tech Blogs**, which curates, aggregates, and promotes startup tech blogs in Atlanta. He is a mentor at the Entrepreneurship and Innovation Institute at Georgia State University, and an Entrepreneur in Residence at the Auburn University Harbert College of Business.

In addition, he served as **Founder of cld8a**, a solution that drastically reduced the time and cost of construction litigation discovery; **Co-Founder and CEO of CWNP**, a Wi-Fi certification training entity which was acquired by Eli Global private equity; **Co-Founder and President of Peachtree Wireless Solutions, LLC**, an enterprise WLAN services provider; **Co-Founder of Peachnet Solutions**, a certification and training business; and **Co-Founder of Vestivus**, a paid learning video service.

EDUCATION

Presbyterian College

B.A. in English, Economics, and History
Varsity Soccer Team Captain

Georgia State University

MBA in Marketing

Executive Education:

- Duke University Fuqua School of Business
- University of Pennsylvania Wharton School
- Northwestern Kellogg School of Management

PERSONAL STATEMENT

I come from the tech startup world, so I know exactly how hectic, pressurized, and fun it can be; but I also know and have lived through the downs that can be so difficult. You wear a lot of different hats, and it's my job to help you break down and simplify at least some of those hats so you can focus, focus, focus on the most important tasks at hand. Your success is my only goal and measure of success.

We will set specific goals, and then achieve those goals through regular face to face meetings, and constant communications via email, phone, text, video, and face-to-face.

SPECIALTY AREAS

- Content Marketing
- Inbound/Outbound Lead Generation
- Go-to-Market Planning
- Value Proposition Messaging
- Investor Pitches
- Brand Plan

PRACTICE FOCUS

STRATEGY

- Market Analysis
- Messaging Assessment

CUSTOMER EXPERIENCE

- Brand Plan Messaging Assessment
- Content Marketing, Strategy, Plan & Editorial Calendar
- Sales Messaging
- Social Media Plan & Support

ANALYTICS & INSIGHTS

- Marketing Analytics
- Customized Analytics Programs

TECHNOLOGY ENABLEMENT

- Marketing Funnel Analysis and Management
- Leadership & Coaching

SECTOR EXPERIENCE

MEDIA & COMMERCIAL SERVICES

- Education & Training Services
- Broadcasting
- Publishing
- Social Content

IT HARDWARE, COMMUNICATIONS & NETWORKING

- Computer Parts & Peripherals
- Connectivity Products
- Internet Service Providers
- Wireless Communications Equipment
- Electronic Storage Devices

IT SERVICES AND SOFTWARE

- IT Consulting & Outsourcing
- Business/Productivity Software
- Education Software
- Internet Software
- SaaS
- Social Platform Software