

ADAM CORDNER

Growth Executive

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DO NOT HIRE ME

I am not the right hire to optimise a machine that already runs. I'll be bored by month four and you'll feel it.

What I do is start things and grow them, and I've been doing it for twenty years; first inside NetSuite, Microsoft, SAP, Salesforce, Domo and Zuora, then for myself.

- At Domo I owned the APAC launch. New market, no footprint, no local proof. We beat the revenue target and outperformed global teams with a decade's head start on us.
- At Coldstart I spent four years inside other people's startups doing the same job over and over: find the revenue, build the engine, hand back the keys.
- At MANWASH I did it with my own money. Seven figures inside two years, with acquisition I built rather than outsourced.
- At Zaaz Collective I took the go-to-market team and added a thousand-plus users.

I've been inside two acquisitions and an IPO — ExactTarget into Salesforce, NetBase into SAP, and Domo's listing. I won't claim those outcomes as mine. What I'll claim is that I've seen what the years before them actually look like, and I stopped being surprised by them a long time ago.

Different industries, different funding, different decades. One constant: I know how to start, and I know how to grow.

Those businesses now run on autopilot — deliberately. I built them so they wouldn't need me, which means the thing I'm best at is currently sitting idle.

I'd like to point it at something new.

Take a moment to review my resumé and you'll see the depth and execution.

Thank you



Adam Cordner (Cords)



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PROFESSIONAL EXPERIENCE

Owner & Chief Executive Officer

2023 – Present/Australia

MANWASH

- Founded and scaled to seven figures in under two years. Full P&L ownership. Customer acquisition built and run in-house across paid social, search and organic.

Ambassador (CRO contract)

2025 – Present/Global

Zaaz Collective

- Led the go-to-market team; 1,000+ new users acquired within 6 months.

Director/CRO

2020 – 2024/Asia Pacific, UK, Canada

Coldstart

- Boutique private equity and startup advisory. Ran the agency's own revenue function and worked hands-on inside client and portfolio businesses on positioning, pricing and go-to-market. Board reporting and director compliance.

Director, Financial Services and Media

April 2022 – January 2023/Asia Pacific

Zuora

- Enterprise subscription-management sales into financial services and media.

Evangelist / Principal Solutions Consultant

August 2016 – April 2021/APAC, USA, China & HK

DOMO

- Key member of the team through Domo's IPO. Owned the APAC launch from zero footprint — beat revenue target and outperformed established global teams. Regional technical and commercial lead across four markets; public representation of the product through speaking, press and executive briefings.

Digital Marketing Consultant | Senior Solutions Engineer

January 2013 – August 2016/APAC

ExactTarget / Salesforce

- Joined ExactTarget and worked through the transition into Salesforce following the acquisition. Pre-sales and consulting across Marketing and Sales Cloud, with solution design and technical validation on enterprise deals.

Solutions Consultant, Specialist Cloud Platform

2010 – 2013/Australia, Singapore, New Zealand

SAP

- Part of the NetBase launch team through to acquisition by SAP.

Sales & Account Management

2005 – 2010/APAC

Netsuite/Microsoft/Infor

- Infor — Key Account Manager
- Microsoft (Dynamics) — Sales Executive
- NetSuite — Business Development Manager

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CAPABILITIES

- **Revenue** — Enterprise and SaaS sales, sales management, key account management, pipeline and forecasting, solutions consulting, CRM (Salesforce, SAP)
- **Growth** — Go-to-market strategy, market launch, digital advertising (Meta, search), SEO, brand positioning, conversion optimisation, ecommerce and Shopify
- **Leadership** — P&L ownership, financial management and modelling, board reporting, company director compliance, hiring and team building

BOARDS AND MEMBERSHIPS

- **iGABA** (Innovative German Business Alliance) — Board Member
- **IsoBiotech** (Medical Devices) — Advisory Board Member
- **Lacrosse Queensland** — President

EDUCATION AND CERTIFICATIONS

- **Anthropic** — Build With Claude Partner Certificate
- **Purdue University** — Accounting
- **Australian Institute of Management** — Accounting and Finance
- **Canberra Institute of Design and Technology** — Fine/Studio Arts

And if a permanent role isn't the right fit, there's another way to do this. I also work on contract as a growth executive — brought in for the build, with a natural end when the hard part is done. For a lot of businesses that's the more sensible arrangement, financially and otherwise. I'm glad to talk through either.