

# KHETIWE RICHARDS

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## PROFESSIONAL SUMMARY

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Product executive with 10+ years leading B2B enterprise platform strategy, multi-stakeholder product ecosystems, and technology-driven transformation. Scaled product teams from 2 to 20+, launched production AI tools, and drove \$9M+ in revenue impact through strategic client engagement. Managed \$5 - \$7M capital budgets and aligned product roadmaps to deliver \$2.7M+ in annualized cost savings. Background combines management consulting (Bain, Deloitte), hands-on product delivery, and executive partnership, with an MBA from Wharton and engineering degrees from Georgia Tech and Spelman College.

## EXPERIENCE

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**Cartus** (Global Mobility, Compass International Holdings)

2024 - 2026 | Remote

### Head of Product | Executive Leadership Team | Team of 10

*Recruited to build the product function for a global mobility business serving Fortune 500 clients. ELT member; dotted-line to CEO. Owned product strategy, AI roadmap, and OKR-driven prioritization across a multi-billion-dollar portfolio. Presented at executive committee QBRs, client forums, and enterprise RFP pursuits.*

#### Revenue & Client Impact

- Recovered a departing \$3.5M enterprise client by presenting product strategy at an industry forum; built executive relationship that led to renewed commitment and delivered on time in June 2025
- Leveraged same product investment to win a new \$3.2M client and build a \$2.5M pipeline, \$9.2M total revenue impact from a single strategic initiative

#### AI Strategy & Team Transformation

- Built a structured AI upskilling program for the product org: weekly learning sessions, reusable prompt library, and AI tool adoption (Rovo, Copilot) from 0% to 100% in one quarter
- Oversaw GenAI-powered invoice auditing (Amazon Bedrock + Gemini) that automated vendor audits and eliminated a \$1.16M third-party contract; member of enterprise AI Governance team

#### Operational Efficiency & Team Building

- Aligned product roadmap to cost-out strategy, delivering \$2.7M+ in annualized savings through product-led efficiency initiatives supporting a \$17M two-year reduction target
- Rebuilt product org: assessed inherited team, made personnel decisions, hired new PMs, absorbed a 5-person team from adjacent org, and redesigned roles including coaching a junior PM from zero shipped products to independently launching two client-facing initiatives

**Rent.** (formerly RentPath, acquired by Redfin)

2018 - 2023 | Atlanta, GA

### Sr. Director, Product | Reported to CPO

*Joined under CSO for strategy and M&A; tapped after 11 months to take over the largest product line (marketplace, >70% of revenue) when prior leader was removed. Promoted to Sr. Director. Owned P&L, innovation roadmap, and product operations across B2B and B2C.*

#### Revenue Turnaround

- Drove the company's first year-over-year revenue growth in five years through new product launches (industry-first tour scheduling), 80% SKU rationalization, and operational improvements
- Improved lead delivery accuracy from 93% to 99% by creating a lead and vendor management operations team, transforming a black-box process into a measurable system in a business where leads are the core product

#### Strategic Impact

- Co-led reorg of service and onboarding teams, contributing \$1.5M to EBITDA; spearheaded inventory growth initiative increasing large property listings by 60% in 3 months
- Prepared board materials, presented at Sales Summits, and supported M&A pitch during potential acquisition process

**Analytics Quotient** (acquired by Kantar)

2015 - 2017 | Atlanta, GA

### Engagement Manager

- Managed \$1M analytics account for a global beverage manufacturer; grew revenue 50% through expanded services. Partnered with data scientists to translate statistical models into brand and marketing strategy

## ADDITIONAL EXPERIENCE

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- Elavon** (Global Payments, US Bank) - Director, Consumer Experience 2013 - 2015
- Bain & Company** - Case Team Leader 2009 - 2013
- Designed customer segmentation (7 segments via CHAID analysis) for an automotive media company, informing a large-scale sales force transformation
  - Rationalized corporate IT strategy across 4 business units for a large US insurer, identifying \$25 - \$35M in savings from ~\$200M annual spend
- Deloitte** (Technology Consulting) - Senior Consultant 2002 - 2007
- Led development of government health applications processing 300K+ annual cases and launched the CDC's first national HIV/AIDS prevention monitoring system providing transparency to \$1B in spend

## ENTREPRENEURIAL & COMMUNITY LEADERSHIP

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- MarkerHeads** (Proptech Agency) - Co-Founder 2023 - Present
- Co-founded proptech agency; developed Journey Report product (renter experience audit) achieving near-100% pitch-to-sale conversion
- Sips & Scripts** - Founder & Facilitator 2026 - Present
- AI literacy program teaching non-technical professionals to leverage AI tools; multiple cohorts including LinkedIn-sourced communities
- Druid Hills Child Development Center** - Board Member, Secretary & Interim Treasurer 2019 - 2023

## SKILLS

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**Product Leadership:** Product Strategy & Roadmapping, OKR Framework, Cross-Functional Leadership, Stakeholder Management, P&L Ownership, Enterprise Client Management, Portfolio Rationalization

**AI & Technology:** GenAI Deployment (Azure OpenAI, Amazon Bedrock, Gemini), AI Governance, AI Team Upskilling, Prompt Engineering, Platform Modernization, Claude, Cursor, Copilot Studio

**Methodologies:** OKR Framework, Agile, Design Thinking, Jobs-to-be-Done (JTBD), RAPID Decision Framework, Customer Segmentation, Data-Driven Decision Making

**Tools:** Jira, Confluence, Figma, Amplitude, PowerBI, Tableau, GitHub, Monday.com

**Domains:** B2B Enterprise & Marketplace Platforms, Multi-Stakeholder Ecosystems, Global Mobility, Real Estate Technology, Financial Services

## EDUCATION

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**MBA | The Wharton School, University of Pennsylvania** | Strategic Management & Operations and Information Mgmt.

**B.S. Computer Engineering | Georgia Institute of Technology** | Dual Degree Engineering Program

**B.S. Computer Science | Spelman College** | Dual Degree Engineering Program

**McKinsey Academy Management Accelerator Program**

## SPEAKING & THOUGHT LEADERSHIP

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Cartus Client Forum (product strategy) · Digiible Client Forum (panel moderator) · Life After Leasing Podcast (guest) · Rent. Sales Summits · Anywhere Executive Committee QBRs (quarterly)