Emmet Reilly

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Full-stack, AI-native GTM operator spanning product marketing, sales systems, RevOps, and enterprise selling. Head of GTM at Kartel AI, where I built the commercial engine as the first non-founder revenue hire; former technical PM at Disney Streaming, supporting Disney+, Hulu, and Star+ for 200M+ subscribers.

EXPERIENCE

Head of GTM, Kartel AI, Oct 2025 – Present

Seed-stage ($5.5M) AI creative company that pivoted from AI production for studios to a SaaS creative strategy platform for brands.

- Led GTM through Kartel's services-to-SaaS pivot, rebuilding positioning, website, pricing, and case studies and converting one-off projects into software pilots with Fortune 1000 companies.
- Launched Kartel's strategy platform in September 2026, coding the website with 1,000+ commits and building demos, onboarding, case studies, and campaigns that drove ~$1M of $2.8M+ pipeline and contributed to ~$240K in closed revenue.
- Designed a multi-agent system with Kartel's CTO that automated outbound, inbound enrichment, fit scoring, MEDDPICC qualification, follow-ups, close documentation, and CRM updates across the pipeline, cutting sales operations from 25 hours a week to minutes
- Launched Kartel's Qualified Founder program, onboarding 8+ enterprise brands and building their brand setups and data reviews ahead of purchase decisions.
- Ran Kartel's one-person deal desk from pitch to close, maintaining 99% CRM accuracy, automating deal tracking, and coordinating contracts with outside counsel through DocuSign.

Technical Project Manager, Disney Streaming Jun 2021 – Oct 2025

Disney+, ESPN+, Star+, Hulu: 200M+ global subscribers

- First program-management hire on Disney's media-engineering team, building program frameworks and coordinating engineering delivery across Disney+, Hulu, Star+, and ESPN+.
- Led delivery for the Disney+ ad tier across 100+ advertising partners, aligning product, engineering, content studios, and operations for the Disney+ Basic launch.
- Managed Hulu's content integration into Disney+, moving 100,000+ assets through the ingest system without downtime and coordinating technical dependencies across internal and external teams.

Side Projects & Advisory, Various, 2016 – Present

- Built Meeple.chat to create an asynchronous networking community powered by AI agents, launching its November 2026 beta with agent-to-agent matching, mutually opt-in introductions, and ElevenLabs' realtime voice technology.
- Co-founded Inserve, a Cornell-backed EdTech startup that grew to 2,500+ users through university partnerships.
- Built FarmLink's donations page for a grassroots food-rescue nonprofit that raised $150K+ and, to date, has redirected more than 500 million pounds of food.

EDUCATION

Cornell University, B.S. Information Science Ithaca, NY

Concentration: Digital Culture and Production | GPA 3.5, Dean's List

SKILLS

GTM Engineering · Enterprise Pilots & Deal Desk · Product Launch · Product Marketing · Pricing · AI Agents · Git/GitHub · HubSpot · Clay · lemlist · Claude Code