

Emmet Reilly

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First non-founder revenue hire at Kartel AI. Built the pipeline, the CRM and the sales engine, and closed the company's first enterprise contracts. Formerly Disney+.

EXPERIENCE

Head of GTM, Kartel AI

Oct 2025 – Present

\$5.5M-seed AI creative strategy and production platform for brands. Sold to CMOs and creative teams across CPG, media, telecom, finance and retail: Netflix, Newell Brands, FOX, Spectrum, Prestige, Horizon Media and Vidmob.

- **Sales engine:** Designed a multi-agent system with the CTO that runs sales operations end to end. It enriches leads, preps reps before calls, scores calls against the playbook, updates deals, drafts follow-ups and outbound, generates proposals and order forms, and briefs leadership weekly. It cut sales ops from 25 hours a week to minutes.
- **Launch:** Launched Kartel's strategy and studio platform in September 2026. Built the [kartel.ai website](#), the demo videos, the onboarding flows and the [case studies](#). Ran the paid media, influencer partnerships, email campaigns and LinkedIn ads. The launch generated ~\$1M in inbound pipeline, including Omnicom and Publicis.
- **Customer success:** Ran Newell Brands' [six-month pilot](#), Kartel's first enterprise software pilot, and trained its Outdoor division on the studio products. Fixed a product-accuracy gap with a custom workflow that cut fix time by 95%. The pilot opened upsells to Marmot and Newell Canada.
- **Sales:** Closed the first enterprise contracts: Newell Brands (\$7B+; Sharpie, Rubbermaid, Yankee Candle), Prestige Consumer Healthcare (\$1B+; DenTek, Fleet) and the Los Angeles Tourism & Convention Board. Pitched ~350 enterprise meetings and ran every deal from first touch to onboarding, with deal cycles up to six months.
- **Pricing & programs:** Set Kartel's pricing: two tiers, a trial and a founding-customer tier. Created Qualified Founders, a grant program modeled on ElevenLabs Grants that trades credits for testimonials and case studies.

Technical Project Manager, Disney Streaming

Jun 2021 – Oct 2025

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

- **Led engineering delivery for the Disney+ ad tier**, across 100+ advertising partners, and shipped the ad insertion technology behind Disney+ Basic, launched December 2022.
- **First program manager hire on media engineering**, the BAMTech team behind Disney+. Owned the roadmap for encoding, transcoding, ad insertion, ingest and playback.

Startups & Advisory

2016 – Present

- Co-founded Inserve, a Cornell-backed EdTech startup that grew to 2,500+ users via university partnerships.
- Consultant, Vinyl Bar in Shibuya, a generative music startup founded by Spotify's former Head of Innovation. Built its distribution roadmap for TikTok, Reels and Shorts.

EDUCATION

Cornell University, B.S. Information Science

Ithaca, NY

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

SKILLS

Enterprise SaaS Sales • Product Launch • Product Marketing • Pricing • AI Agents • HubSpot • Clay • Claude Code