

KEITH MODZELEWSKI, MBA

Delaware | 302-354-0067 | keithmodz@gmail.com | linkedin.com/in/kmodzelewski

Open to remote and hybrid roles. Open to relocation within DE / MD / DC.

CHIEF REVENUE OFFICER | CHIEF COMMERCIAL OFFICER | ENERGY + HARDWARE COMMERCIALIZATION
GTM Systems and AI-Augmented Revenue Operations

EXECUTIVE SUMMARY

- Fifteen years of revenue leadership translating complex technical and scientific offerings into commercial motions that compound rather than just grow. Go-to-market strategy, sales enablement, and team leadership across clean energy infrastructure, hardware, robotics, agtech, and deep-tech commercialization. Active Chief Revenue Officer and Chief Commercial Officer search
 - Four-time founder across solar, deep-tech materials, media, and real estate, with one exit (Energy Fox, sold 2025) and a fractional Chief Revenue Officer portfolio with named outcomes: Tric Robotics (Series A and NSF SBIR), Solid Innovations (acquired), Gameface Grooming (raised), Heudia (raised), and Organtick (national grant and CPG launch)
 - \$34M+ in clean energy capital deployed at Energize Delaware. \$7M+ contracted pipeline at Energy Fox with deals up to \$4M. 213% lead-conversion lift at Clean Energy USA. 257% of quota at SolarCity. \$2.1M in new business in fiscal 2026 at ZEISS, recognized by the Senior VP of Sales for the highest contract count on the East Coast
 - AI-augmented GTM operator. Personally designed and built an autonomous multi-agent revenue system spanning prospecting, CRM, content, and finance close, running on a daily schedule with decision-logging and learning loops. Evidence of hands-on capability in AI-augmented revenue operations, not a bought tool stack
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PROFESSIONAL EXPERIENCE

Carl Zeiss Vision

Delaware 2025 - Present

Business Development Representative

Territory and account leadership in optical and medical device. Recovered a distressed \$3.7M Mid-Atlantic territory producing \$1.4M against \$3.7M of potential at arrival, a 62% gap, through consultative selling, account development, and disciplined territory planning.

- Grew territory revenue from a \$1.4M baseline toward full \$3.7M market potential through new account acquisition and re-engagement of lapsed accounts
- Generated \$2.1M in new business across 21 new ZEISS contracts in fiscal 2026, recognized by the Senior VP of Sales for the highest contract count on the East Coast
- Act as commercial advisor to independent practice accounts, training doctors on P&L management, coaching their staff on sales consulting, and advising on inventory management to grow the accounts I sell into
- Manage a large-account book across a major regional optical retailer and Philadelphia-area clinical groups, driving premium product adoption alongside national demand-generation campaigns; territory spans the Delmarva Peninsula through Baltimore to Philadelphia

Energy Fox

Delaware 2022 - 2025

Founder and CEO

Founded and led a Mid-Atlantic commercial solar developer operating as the EPC, owning full P&L and the entire go-to-market motion. Sold the contract portfolio to a community solar developer in 2025 in a clean exit as the post-election policy environment shifted.

- Built and led a team from 0 to 8 across project development, engineering, sales, and operations, self-funded with no outside capital
- Built the revenue function from zero: demand generation, CRM, pipeline, and close. Scaled a contracted pipeline to \$7M+ on 12-to-14-month enterprise cycles, closing deals up to \$4M and finding 25% additional margin through operations and pricing
- Led sales enablement across the company: trained the COO on sales and built a bonus-structured lead-generation and referral program that turned the installation team into a revenue channel
- Built an inbound funnel that lifted qualified lead flow 200% and implemented HubSpot CRM and a multistage pipeline that improved forecast accuracy 40% across a 12-month B2B cycle
- Directed a 100% federal grant success rate on \$3M+ in rural electrification (REAP) awards, enabling 47% client cost reduction, and negotiated international supplier relationships across Canada, India, and Austria to protect installation-stage margin

Delaware Sustainable Energy Utility (Energize Delaware)

Delaware 2022 - 2024

Commercial Director

Directed \$34M+ in clean energy capital deployment across municipal, commercial, and nonprofit sectors, concurrent with the Energy Fox launch. Managed external commercial partnerships and briefed senior state stakeholders.

- Owned multi-year programs end-to-end: EV infrastructure and vehicle grants, solar loans and validation, a farm program, a library grant program, and ESCO support
- Drove \$4M+ in EV infrastructure and vehicle investment; advised 15 municipalities and first-responder agencies on fleet transitions and charging infrastructure
- Managed \$10M+ in renewable project financing for SMBs across the state, spanning municipal and utility partnerships
- Briefed the utility board, the Delaware Public Service Commission, and the Governor's Office on commercial program strategy and ratepayer ROI

Clean Energy USA

Delaware 2020 - 2022

Director, Sales and Marketing

Led a company-wide sales and marketing transformation: a 213% lead-conversion lift, 20%+ annual revenue growth, and a 25% expansion into the commercial segment.

- Drove a 213% lead-conversion increase via a full-funnel rebrand across web, TV, social, and print, taking qualified leads from 8 a month to 48 and aligning marketing and sales under one GTM strategy
- Implemented HubSpot CRM and exceeded revenue targets by 45%; reduced customer acquisition costs 14% by shifting from outbound to inbound channels
- Built the largest commercial energy portfolio in company history at \$600K+ ACV; lifted average contract value 23% through commercial sales program design

East Stroudsburg University

Pennsylvania 2017 - 2020

Head of Revenue / Director of Entrepreneurship

Reported to the VP of Economic Development and the University President. Drove \$1.2M+ in accelerator expansion on roughly \$600K in annual program revenue. Served as fractional Chief Revenue Officer across a portfolio that grew from 5 companies to 30.

- Drove 23 of 30 portfolio companies to secure KIZ awards, each gated on a minimum \$1M in auditable revenue growth, catalyzing \$1M+ in cohort revenue growth year over year
- Drove portfolio outcomes including Gameface Grooming (raised), Heudia (raised), Solid Innovations (acquired), Organtick (national grant and CPG launch), and Falchion Systems (NSF I-Corps grant; founder subsequently joined Lockheed Martin)
- Increased startup participation 400%, creating 50+ jobs across the regional ecosystem; negotiated international partnerships with firms in China and India

SolarCity (acquired by Tesla)

Seaford, DE 2014 - 2016

Builder Energy Manager

Built and ran the builder sales channel for residential and small-commercial solar on the Delmarva Peninsula through the Tesla acquisition window, as top producer and player-coach.

- Crushed a quota of 7 installations a month, averaging 18 (257% of quota) at a 75%+ close rate and \$35K-\$40K average contract value
- Drove 86% personal pull-through against a 20% rep average, and led sales enablement across the region: trained and onboarded 20+ sales consultants and coached teams to deliver 200+ installations on time
- Negotiated channel partnerships with national home builders. Recognition: Top Consultant, regional award

Voltaic Coatings

Newark, DE 2010 - 2015

CEO and Co-Founder

Founded and led a deep-tech materials startup commercializing a patented polymer coating licensed from the University of Delaware. Completed its NSF SBIR grant cycle before concluding operations, having validated in the lab but not survived scale-up to commercial manufacturing economics.

- Built and led a five-scientist team across three continents through C-suite contract negotiations and joint research operations, including a Universidad de Chile partner
- Top-3 finalist, Italy Polymer Challenge; Startup Chile awardee 2013 (1 of 50 from 3,000+ international applicants)
- Secured \$250K in non-dilutive funding, including a \$150K NSF SBIR Phase 1. Lessons applied directly to subsequent commercialization advisory work

FRACTIONAL CRO AND COMMERCIALIZATION ADVISORY

Advisory engagements across hardware, robotics, agtech, and deep-tech commercialization, principally during the East Stroudsburg University tenure (2017-2020). NSF SBIR I-Corps mentor and Phase 1 / Phase 2 evaluator.

- Tric Robotics (2015-2017): multi-year advisory board member. Mentored founder Adam Stager, a PhD roboticist, through customer discovery; pivoted from law-enforcement drones to UV-C agtech for organic crops, tripling retail strawberry pricing from \$4 to \$9 per clamshell. Founder closed Series A and NSF SBIR
- Mantis 3D Printer: fractional Chief Revenue Officer. Led GTM strategy, pricing, channel, and positioning for additive manufacturing hardware. First customers were school districts; the company commercialized

- Organtick: NSF SBIR I-Corps mentor. Built CPG pricing and manufacturing structure with joint partnership development; launched and shipped, with NSF SBIR grant secured
- Falchion Systems: NSF SBIR I-Corps mentor. Cybersecurity startup commercializing localized virtual machines for phishing prevention. NSF I-Corps national grant; founder subsequently joined Lockheed Martin

ADDITIONAL EXPERIENCE

Foremod Holdings LLC, Founder, Delaware. Real estate holding company formed to acquire and hold income-producing property.

University of Delaware, VentureOn Manager and Adjunct Professor, Newark, DE, 2013-2017 (concurrent with Voltaic Coatings and SolarCity). NSF SBIR Phase 1 and 2 evaluator. Taught venture-stage business curriculum across solar-cell manufacturing, robotics, biotech, IoT, and SaaS.

EDUCATION

Master of Business Administration, Entrepreneurship and Marketing | University of Delaware

Bachelor of Fine Arts | University of Delaware

RECOGNITION AND CERTIFICATIONS

- Kauffman Global Scholar 2012 (1 of 20 international entrepreneurs). Trained at Harvard, MIT, Stanford, Booth, IDEO, DEKA, Techstars, and HubSpot; executive presentations to Samsung, IBM, 3M, and DuPont
- Startup Chile Accelerator 2013 (1 of 50 from 3,000+ international applicants); Corfo featured speaker 2012, Santiago
- Italy Polymer Challenge Top-3 Finalist. Completed formal Challenger Sales training
- NABCEP Associate 2024; OSHA 10 Certification 2024
- AI and Revenue Operations tooling: multi-agent / agentic AI workflow design (Claude, MCP); HubSpot, Salesforce, Apollo, Clay, Buffer, PowerBI. Built and operate an autonomous AI GTM system across prospecting, CRM, content, and finance close