

EXPERIENCE

Vice President of Sales

Monks 08/2021 - Present Austin, TX

- Since 2018, MediaMonks and MightyHive have combined with more than 25 companies across content, data & digital media and technology services. In 2024, S4Capital further simplified its structure to Marketing and Technology services with a new brand name, Monks.
- Increased client retention by 10% through top-level meetings with Keurig Dr Pepper, St. Jude, AARP, TIAA, Google Fiber, Ally Financial, and others.
- Maintain a sales pipeline of more than 50 inbound leads from partners like Google, Amazon, The Trade Desk, Salesforce, and Yahoo.
- Generated 50% more leads by conducting outbound sales activities focused on AI, automation of workflows, machine learning and personalization at scale.
- Previously Director of Sales.

Director of Sales

MightyHive 10/2016 - 08/2021 San Francisco, CA

- MightyHive was a media consultancy that partnered with enterprise brands seeking transformative marketing and was eventually acquired by S4Capital for \$150M in December 2018.
- Closed \$5M in new business topline revenue with SoFi, AEG Presents, Sony Pictures Entertainment, Nextdoor, Univision, and Otter Products.
- Unlocked \$1M in incremental revenue from existing business.
- Consulted with CRO to develop new career pathways from account management to sales.
- Previously Account Manager, Senior Account Manager, and Client Solutions Senior.

Fellowship Advisor

S4Capital 01/2022 - Present Austin, TX

- The S4 Fellowship is a two-year immersive experience aimed at enhancing representation within the marketing and advertising industries.

Advisor

Neighborhood Sports 09/2024 - Present Austin, TX

- A nonprofit multi-sport league with a commitment to improving the accessibility and inclusivity of sports by partnering with NFL Flag, NHL Street Hockey, JR. NBA Basketball and MLS Go to enhance the youth sports experience for more than 18,000 Central Texas athletes annually.

Founder

Taylor'd Brands 06/2010 - Present Austin, TX

- A digital marketing firm that specializes in customer acquisition, loyalty and brand advocacy for small to medium enterprises.

EDUCATION



Master of Science in Global Entrepreneurial Management

University of San Francisco

08/2015 - 05/2016 San Francisco, Barcelona, Taipei



Bachelor of Arts in Journalism

Howard University

08/2009 - 05/2013 Washington, DC

VOLUNTEERING



Bay Area Alumni Chapter

Alpha Kappa Psi

Assisted student members of the UC Berkeley Chapter, Alpha Beta, with their annual chapter report, recruitment, and programming.



Coach

Neighborhood Sports

Held multiple coaching roles for 14 different NFL Flag Football teams.

SUMMARY

Results-driven sales leader with an unshakable enthusiasm for advancing industry-leading solutions fostering business relationships that yield substantial revenue growth.

KEY ACHIEVEMENTS

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Top 3 US Seller Across Pillars

Recorded the third highest sales across content, data & digital media and technology services combined in 2022.
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Successful Re-Launch of S4 Fellowship Program as Advisor

Increased applications by 600% since restructuring the program alongside CDO in 2022.
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NFL Flag National Champion Dallas Cowboys

Coached all-girls team, ages 12-14, in regionals and nationals prior to graduating from high school.

MANAGER TESTIMONIAL

★ Gregory has shown a consistent track record of excelling in his various roles at Monks. While he started his tenure at the company in the account management organization, Gregory had a strong inclination that he would thrive in ad tech sales once he had a clear understanding about the advertising industry. He personally met with leaders across the company to devise a plan for him to transition to enterprise sales by getting an understanding of what skills he still needed to refine before making the switch. Gregory developed a completely new role, Client Solutions Senior, alongside the CRO that bridged the gap between account management and sales. His foresight about future career goals has directly impacted the ability for his colleagues to not only move vertically but also horizontally across organizations at S4Capital across data, digital media, content and creative.

Greg Kirby, Global Head of Growth at Monks

SKILLS

Leadership, Active Listening, Contract Negotiation, Senior Stakeholder Management, Sales Strategy, Lead Generation, Organization Design, Analytical

PLATFORM EXPERTISE

Campaign Manager 360, Display & Video 360, Search Ads 360, Analytics 360, Google Tag Manager, Google Ads, Google Workspace, Amazon DSP, Yahoo DSP, The Trade Desk, Salesforce Sales Cloud, Jira, Slack

AWARDS

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Alpha Kappa Psi, 40 Under 40
- 

Alpha Kappa Psi, Winner of Case Competition as Chapter President
- 

Department of Journalism Chair Award
- 

Department of Journalism Exemplar Award

Gregory H. Taylor, Jr

Psi Tau Chapter | Spring 2011

@ gregory.taylor96@gmail.com [linkedin.com/in/gregorytaylor96](https://www.linkedin.com/in/gregorytaylor96) Austin, TX

SUMMARY

Senior executive with a keen focus on operations and strategy with over a decade of experience working alongside top technology organizations including Google, Amazon, and Salesforce. Skilled in entrepreneurship, project management, and data analysis. Recognized for excellence in transforming chapter operations.

FRATERNAL ROLES

Chapter Advisory Board

Alpha Kappa Psi, Alpha Beta Chapter

2016 - 2016 Berkeley, CA

Served on the advisory board to assist with ACR, Recruitment and Professional Programming

Chapter President

Alpha Kappa Psi, Psi Tau Chapter

2012 - 2013 Washington, DC

- Increased brotherhood attendance by 50% at fraternal events
- Served on Finance Committee and increased bank account balance by \$4,000 by implementing innovative fundraising initiatives
- Awarded 1st place in the Bateman Study Competition
- Awarded 3rd place in the School of Communications Business Plan Competition

VP of Marketing

Alpha Kappa Psi, Psi Tau Chapter

2011 - 2012 Washington, DC

- Established role as a pledge due to lack of oversight with internal and external communication
- Increased following on Facebook and Instagram by 1500%
- Managed two chapter officers, Directors of PR and Technology, along with other chapter officials, Brand Imaging Manager and Inter-chapter Liaison

EDUCATION



Master of Science in Global Entrepreneurial Management

University of San Francisco

2015 - 2016 San Francisco, Barcelona, Taipei



Bachelor of Arts in Journalism

Howard University

2009 - 2013 Washington, DC

MY LIFE PHILOSOPHY

"Only put off until tomorrow what you are willing to die having left undone."

Pablo Picasso

STRENGTHS



Leadership

Honored as a member of Alpha Kappa Psi's Inaugural 40 Under 40 Class



Analytical Thinking

Consistently driven the decision-making process, utilizing data and strategic analysis.



Technology

Fascinated by disruptive technologies and their potential to transform business.

VOLUNTEER EXPERIENCE

DEI Task Force (2020)

Worked directly with CEO Steve Hartman and two board members to assess the fraternity's stance on Diversity, Equity, and Inclusion

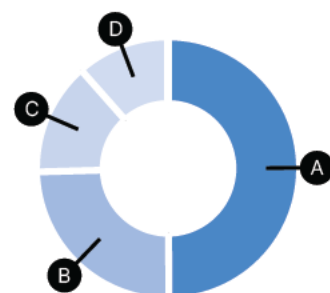
Bay Area Alumni Chapter (2018)

Assisted with local initiatives and community engagement efforts

PBLI (2018)

Participated as a panelist for Idea Lab to provide feedback on the various ideas shared about startups, products, services, or resources

MY TIME



- A Family
- B Enterprise Tech Sales
- C Advising Small to Medium Enterprises
- D Volunteering