RANDY McGRAW

Chief Commercial Officer · Ecosystem & AI Partnership Strategy · Asia-Pacific (Japan, ASEAN)

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EXECUTIVE PROFILE

Wharton-trained Chief Commercial Officer and ecosystem architect with 25+ years closing large-scale partnerships across successive technology cycles in Japan and ASEAN, from OTT and telco ecosystems to AI commercialization, with a consistent track record of turning external collaboration into scalable revenue. Negotiated Amazon Prime's two largest global telco partnerships ($950M combined deal value), architected a $92M JV among SingTel, Warner Bros. and Sony Pictures, and currently leading AI commercialization at Sertis AI Corp including the KMAI enterprise AI platform, a formal NVIDIA partnership, AWS and hyperscaler alliances, and a 40% captive AI/data JV with Salim Group (Indonesia). The only APAC commercial executive with a proven partnership track record across both Japan and ASEAN at this deal scale, operating at the intersection of ecosystem strategy and AI-era revenue growth.

Author: *"The New Rules of Partnerships: Winning Through Collaboration in a World of Scarcity, Speed, and AI"* and "*Machines of Tomorrow, Vol2: AI and the Road to Totalitarianism*"

Ecosystem & AI Partnership Strategy · Commercial Architecture · JV Development & Management · AI Commercialization · P&L Leadership · Go-to-Market Strategy · Digital Transformation · Cross-Cultural Team Leadership · B2B Enterprise Sales · Telco / Aerospace / E-commerce / Media / AI

KEY PROFESSIONAL EXPERIENCE

Chief Commercial Officer (CCO) **January 2023 – Present**

Sertis AI Corp (Jan 2024–Present) · TRUE Digital (Jan–Dec 2023) · Bangkok

Engaged as CCO to lead commercial turnaround and AI-led growth strategy across ASEAN markets for early-phase and distressed digital businesses.

Sertis AI Corp:

- Delivered **revenue growth from ~$2M to $5.5M ARR** with 10% margin improvement in 18 months — rebuilt the commercial team, overhauled sales and marketing processes, and doubled qualified pipeline across ASEAN markets.
- Led AI commercialization strategy — launched **KMAI**, an enterprise knowledge management AI platform, with anchor clients **LH Bank** and **Ricoh Thailand**; established a formal **NVIDIA partnership** and **AWS and hyperscaler alliances** to underpin Sertis's enterprise AI delivery capability.
- Architected a **40% JV with Salim Group (Indonesia)** for captive AI and data project development, creating a regional platform for enterprise AI deployment in Southeast Asia.
- Forged commercial alliances with **Andersen Consulting** and **Ricoh Thailand**; expanded regional footprint into Indonesia, Malaysia, and Hong Kong. Sertis became a member firm of Andersen Consulting (Dec 2024); named Managing Partner-global.andersen.com/people/mcgraw-randall

TRUE Digital:

- Co-led international growth and third-party investment development for TRUE Digital's Services Platform (Lifestyle /Streaming/ Advertising); structured a virtualco/JV with **Sumitomo Corp**; supported division spin-off preparation. Led a commercial team of 4.

Principal, Business Development **2019 – 2023**

Amazon · Tokyo

Partnership and BD lead for Amazon Prime Japan — one of Amazon's highest-priority global consumer growth markets. Led a direct BD team of 4 with a cross-functional matrix team of 20.

- Architected and negotiated Amazon Prime's **two largest-ever global telco partnerships** (NTT Docomo & KDDI), capturing **5M+ Prime subscribers** and **2M+ first-time Amazon shoppers**, with a combined deal value of **~$950M**. Led the full partnership lifecycle: business case design, executive alignment, contract negotiation, and integration (Prime bundling and provisioning, app preloads on >40M devices).

- Supported the development and adoption of new carrier billing payment solutions across the Prime ecosystem, collaborating with external BD and product teams to improve subscriber conversion and reduce payment friction.
- Initiated expansion of the Prime distribution ecosystem across non-telco verticals — **Osaka Gas, Tokio Marine, Mizuho Bank** — and led BD for third-party points and loyalty program alignment to drive customer lifetime value.

Co-Founder & Managing Director, ALTUS Digital **2016 – 2018**
ALTUS Capital · Singapore · Manila · Bangkok
Co-founded the digital practice of an ASEAN-based distressed-asset & special-situations investment bank.

- Conceived and launched **Proj:SPCE**, a PropTech platform improving commercial space utilization by 2x+ ($1.5M 2-year revenue in Philippines); and **iamClaire**, the world's first social e-commerce platform — **sold to Beauty Bubble for $3M** in cash and stock.
- Directed digital transformation and tokenization strategies for core ALTUS assets and fintech investments (one **$10M placement**); built and led a team of 30.

Director, Strategy & Business Development **2013 – 2016**
SingTel · Singapore
Led Group Digital Life's strategic BD, regional M&A, and joint venture architecture for SingTel's pan-ASEAN media expansion.

- Activated by executive leadership to structure and execute a **$250M JV with Astro Overseas Ltd** to co-invest in ASEAN pay-TV assets; owned end-to-end from activation through closure — led JVA, due diligence (Vietnam, Thailand), and managed the structured wind-down and capital recovery when deal flow dried up and strategy shifted.
- Co-developed SingTel's regional short-form OTT strategy with McKinsey, including a **$12M strategic placement in Maker Studios (190% ROI)** and creation of regional ad-supported video JVs (Dailymotion, Machinima, Base79).
- Co-conceived **HOOQ — a $92M JV among SingTel, Warner Bros., and Sony Pictures**; led partner identification and vetting, built the internal business plan, and supported senior SingTel leadership through deal negotiation. Onboarded the PE partner, served as Acting GM (Philippines), and established GTM strategy and distribution partnerships across Indonesia (Telkomsel, Indosat, XL, Smartfren) and Thailand (AIS).

EARLIER CAREER

DIRECTV · EchoStar · The New Media Group · STAR Channel | US & Japan | 1996–2013
Built and led international video, broadband, and OTT ventures across the US and Asia:

- **Founded The New Media Group (Japan):** Launched World On-Demand, the world's first premium OTT/Internet TV platform; raised $13M Series A, secured 120+ global content licenses, achieved $3.5M ARR. Built and led team of 28.
- **CCO, STAR Channel (Japan JV, Sony/News Corp/Itochu/Tohoku Shinsha):** Managed ¥2.5B commercial BD and marketing budget; secured major Hollywood licensing including IPTV broadband distribution rights; developed mid-range business plan; lifted EBIT by 12%. Led team of 12.
- **DIRECTV (Japan):** Co-led GTM strategy and then 3rd party partnerships supporting Japan's market exit 3 months and $90M ahead of plan; negotiated collaborations with **NTV**. **DIRECTV (US)**: drove 9M+ subscriber growth in the US as leader of Independent Retail Distribution; AT&T and CenturyLink bundling partnerships cut nationwide churn by 40 bps.
- **EchoStar (US):** Grew ViP-TV to $10M annual turnover (+48% YoY); advisor on mobile broadband planning.

EDUCATION, PROFESSIONAL AFFILIATIONS & LANGUAGES

Bachelor of Science in Economics and Finance University of Pennsylvania, Wharton School of Business
Masters Certificate in Strategic Management Cornell University

Co-Chair, AMCHAM Thailand Digital Economy Committee (2024–Present) · President, University of Pennsylvania Alumni Club of Japan (2001–2009; 2020–2023) · Penn Int'l Alumni Advisory Board (2004–2008) · **Languages:** English (Native) · Japanese (JLPT Level 3)