RANDY McGRAW

General Manager · Digital & AI Platform Leader · Asia-Pacific (Japan, ASEAN)

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EXECUTIVE PROFILE

Wharton-trained General Manager and digital platform operator with 25+ years building and scaling revenue-generating businesses across Japan and ASEAN. Managed P&L up to $100M for Amazon and SingTel, founded and exited digital ventures, and currently driving AI-led commercial transformation at Sertis AI Corp including enterprise AI productization (KMAI platform), a formal NVIDIA partnership, AWS and hyperscaler alliances, and a 40% captive AI/data JV with Salim Group (Indonesia). Brings hands-on experience leading turnarounds, launching platforms, and managing cross-border teams in markets where most executives operate in only one. Proven ability to translate AI and digital strategy into operating businesses with measurable revenue outcomes.

Author: *"The New Rules of Partnerships: Winning Through Collaboration in a World of Scarcity, Speed, and AI."*

P&L Leadership · Digital Platform Monetization · AI Commercialization · Commercial Operations · Ecosystem & GTM Strategy · JV Architecture & Management · Cross-Cultural Team Leadership · Turnaround & Growth Strategy · Product-Led Growth · B2B/B2C Digital Innovation

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 a 10% margin improvement within 18 months — rebuilt the commercial team of 12, overhauled sales and marketing processes, and doubled qualified pipeline across ASEAN markets.
- Drove AI platform commercialization — launched **KMAI**, an enterprise knowledge management AI product, with anchor clients **LH Bank** and **Ricoh Thailand**; established a formal **NVIDIA partnership** and **AWS and hyperscaler alliances** to build out enterprise AI delivery infrastructure.
- Architected a **40% JV with Salim Group (Indonesia)** for captive AI and data project development; expanded regional operating footprint into Indonesia, Malaysia, and Hong Kong.
- Forged commercial alliances with Andersen Consulting and Ricoh Thailand; 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 Media Platform (Lifestyle / Streaming / Advertising); structured a virtual co-JV with **Sumitomo Corp**; supported division spin-off preparation. Led a team of 5.

Principal, Business Development — 2019 – 2023

Amazon · Tokyo

Directed strategic partnerships and commercial expansion for Amazon Prime Japan — one of Amazon's highest-priority global growth markets. Led a direct team of 4 within a cross-functional matrix organization of 20, influencing senior stakeholders across product, marketing, finance, and operations.

- Architected and negotiated Amazon Prime's **two largest-ever global telco partnerships** (NTT Docomo & KDDI), delivering **5M+ subscriber acquisitions** and **2M+ first-time Amazon customers**, with a combined deal value of **~$950M**. Owned end-to-end execution: business case design, executive alignment, contract negotiation, and full operational rollout (Prime bundling and app preloads across >40M devices).
- Supported the development and rollout of carrier billing payment solutions across Japan, collaborating with external BD and product teams to reduce payment friction, improve subscriber conversion and broaden Prime accessibility.

- Initiated expansion into non-telco distribution channels — **Osaka Gas, Tokio Marine, Mizuho Bank** and points programs — extending Prime ecosystem reach and increasing customer lifetime value.

Co-Founder & Managing Director, ALTUS Digital **2016 – 2018**

ALTUS Capital · Singapore · Manila · Bangkok

Co-founded and built the digital practice of an ASEAN-based distressed-asset & special-situations investment bank, operating as full P&L owner across three markets.

- Built a **30-person cross-border team across Singapore and Manila** from scratch; conceived, launched, and monetized two technology platforms: **Proj:SPCE** (PropTech, improving commercial space utilization by over 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; executed one **$10M fintech placement**.

Director, Strategy & Business Development **2013 – 2016**

SingTel · Singapore

Led Group Digital Life's BD, regional M&A, and joint venture architecture for SingTel's pan-ASEAN media expansion.

- 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)**, establishing full GTM and commercial operations from launch. Built regional distribution across Indonesia (Telkomsel, Indosat, XL, Smartfren) and Thailand (AIS).
- Activated by executive leadership to structure and execute a **$250M JV with Astro Overseas Ltd** for co-investment in ASEAN pay-TV assets; owned end-to-end from activation through closure — led due diligence (Vietnam, Thailand), managed JVA, and structured the wind-down and capital recovery when deal flow dried up and strategy shifted.
- Co-developed SingTel's regional OTT strategy with McKinsey, including a **$12M strategic placement in Maker Studios (190% ROI)** and regional ad-supported video JVs (Dailymotion, Machinima, Base79).

Founder & CEO, The New Media Group **2005 – 2009**

The New Media Group · Tokyo

Founded and led the company that built and operated World On-Demand, the world's first premium OTT/Internet TV platform — a full P&L, product, and team-building mandate from zero.

- Raised a **$13M Series A** from a cross-border syndicate of Japanese and US venture capital firms and Japanese and Indian institutional investors; built and led a team of 28.
- Secured 120+ global content licenses, developed proprietary 2-screen middleware, and scaled to **$3.5M ARR** across four years of operation; wound down following the 2008 global financial crisis.

EARLIER CAREER

Hughes/DIRECTV · EchoStar · STAR Channel | US & Japan | 1996–2005, 2010–2012

Led international video, broadband, and pay-TV businesses across the US and Japan:

- **CCO, STAR Channel (Japan JV: Sony/Itochu/News Corp/Tohoku Shinsha):** ¥2.5B marketing and BD budget owner; secured major Hollywood licensing and IPTV broadband distribution rights, lifted EBIT by 12%. Led team of 12.
- **DIRECTV (US):** Drove 9M+ subscriber growth as leader of Independent Retail Distribution; AT&T and CenturyLink bundling partnerships cut nationwide churn by 40 bps; led satellite broadband partnerships with Wild Blue, HNS
- **DIRECTV (Japan):** Led partnerships supporting Japan market exit, completed 3 months and $90M ahead of plan.
- **EchoStar (US):** Grew ViP-TV to $10M annual turnover (+48% YoY).

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)