

GUY FERDMAN

Marketing, Operations & Growth Leader | San Diego, CA | 760-960-2995 | guy.ferdman@gmail.com | [linkedin.com/in/guyferdman](https://www.linkedin.com/in/guyferdman)

PROFESSIONAL SUMMARY

Marketing and operations leader with 15 years building a performance-based coaching company from the ground up, owning P&L, marketing strategy, and cross-functional operations under a combined CEO/CMO/COO mandate. Built a full-stack growth engine, paid acquisition, CRM automation, analytics, that scaled the business to 12,500+ clients across 22+ countries. Personal sales experience spans \$27 digital tripwire offers to \$16K-\$20K premium coaching commitments, plus 4 years as a top-earning affiliate within a 3,500+ person network, later selected to train and coach fellow affiliates from stages. Now looking to bring that same operating and marketing leadership into an established organization.

SKILLS

P&L Ownership · Cross-Functional Leadership · Go-to-Market Strategy · Marketing Operations · Team Leadership · Paid Media & Funnel Strategy · CRM Automation (GoHighLevel) · Brand Strategy & Copywriting · AI-Assisted Systems Design · Trilingual: Hebrew, English, Russian (conversational)

EXPERIENCE

Satori Prime — Co-Founder *San Diego, CA | Jan 2011 – Present*

- Held CEO and CMO responsibilities directly throughout, plus company strategy and copywriting; partnered with a COO and a sales manager overseeing a 5-person sales team (2017–2024), personally covering responsibilities outside their scope
- Owned full P&L responsibility for marketing and growth: paid ads, funnel builds, email/SMS automation, CRM systems, podcasting, site development, and custom analytics dashboards
- Scaled the business to 12,500+ clients across 22+ countries through go-to-market strategy and demand generation; \$6MM in revenue 2011–2016, \$14MM 2016–2026
- Piloted AI-assisted web and systems development for modern, conversion-focused digital growth

Six Figure Mentors / Carbon Copy Pro — Top Affiliate & Trainer *2011 – 2016*

- Top earner for 4 years within a network of 3,500+ affiliates; selected to train and coach other affiliates from stages based on that performance, a role that continued even after stepping back from active affiliate work
- Led marketing masterminds and traveled to London, Sydney, and New York to privately train hundreds of people; spoke from stages of 100-1,000+ on marketing, sales, performance, and transformation
- Drove \$5.5MM+ in sales through paid advertising; this income funded and fed Satori Prime's early growth
- This period served as hands-on training in marketing, sales, funnels, and mindset, ahead of transitioning out in 2016 to focus full-time on scaling Satori Prime

Metro Funding Capital — Commercial Real Estate Sales *Paramus, NJ | 2006 – 2010*

- Top-performing, commission-based sales professional; ranked highest in commissions 3 of 4 years, building broker relationships, assessing deal risk, and guiding borrowers through large development loans for land, buildouts, and ground-up projects

EDUCATION

SUNY New Paltz, 2003–2005 — BA, Finance; Minor, Economics
Northeastern University, Boston — 2001–2003

CERTIFICATIONS & TRAINING

Landmark Education — studied, then taught and coached, 2003–2013

Luminous Awareness Institute — graduate, 2020–2025

Experience using psychedelics for healing and transformation since 2013, including working with an indigenous family in Colombia that facilitates plant medicine healing experiences, for the past 10 years