

Natasha Medlen

Commercial & Operations Leader · AI Builder and Operator · Cambridge Behavioural Scientist

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PROFILE

Six years building GTM, investor relations and operating engines and the systems behind them in founding teams across agentic AI, AI infrastructure and CleanTech. Closed £200M+ of LOIs, secured £10M+ deals, and designed, sold and delivered new consultancy products. Hands-on operator combining start-up grit with a 'behavioural-science + AI' backbone to maximise impact. Energised by solving hard problems and turning ambiguity into execution.

£200M+ LOIs CLIENT COMMITMENTS SIGNED	~£8M Funding INSTITUTIONAL, VENTURE & RETAIL	300+ Clients NEW CLIENTS SIGNED / ACQUIRED	10-person team LED ACROSS 3 FUNCTIONS
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EXPERIENCE

Nexcade AI · London

Aug 2025 - Sep 2026

Founding Team, First Business-Side Hire · GTM, IR & Ops

VC-backed AI-for-logistics startup. Owned commercial, IR, client delivery and operations functions, and served as a force multiplier to the CEO.

- **Took GTM** from founder-led sales **to a repeatable engine** (market research, ICP, outbound, CRM), delivering **3x ARR** and 6 new logos.
- **Owned end-to-end implementation for flagship design partner**, codifying pricing logic into Nexcade's quoting product to deliver **75% process automation**. Now the reference build for 3+ enterprise rollouts.
- **Built AI automations in Claude Code** - live KPI dashboards, a marketing content engine that learns and refines, automated new-hire onboarding, and daily-brief and admin agents - saving **10+ hours/week**.
- **Ran ~£4M seed-round execution** and equity operations: data room, KYC, EIS/SEIS, and investor relations. Structured an HMRC-approved EMI scheme and trademark protection across 3 jurisdictions.
- **Drove marketing, growing LinkedIn followers 10x** and landing channel partnerships that reached 9 of the top 10 prospective clients, backed by 3 PR campaigns, 2 webinars and presence at 3 major conferences.
- **Owned HR and back office** through **7x headcount growth** (3 to 20+): built and atomated HR system, managed visa sponsorships for 3 international hires, and stood up Linear as PM infrastructure now used company wide.

The BE Company · London

Oct 2023 - May 2025

Director, Head of Client Solutions

AI infrastructure company. First fulltime hire, building sales, marketing and industry presence from the ground up.

- **Led GTM from first customer to £11M+ ARR** and 300+ customers in 12 months, closing anchor accounts across hyperscalers and GPU clouds while building the commercial function from scratch.
- **Executed £200M+ in customer LOIs** from origination to signature, including a 5,000+ GPU hyperscale deployment with a NASDAQ-listed company.
- **Designed, sold and delivered a new advisory product at £25k per report**; converted one engagement into a multimillion-dollar site-development contract.
- **Led commercial integration of two acquisitions**, retaining **~90%** of a 250-account customer base - managing re-contracting, relationship continuity and a three-person account management team through the transition.

- **Ran a £500k crowdfunding campaign end-to-end**, oversubscribed by 30% in 14 days, producing the website and campaign film independently.
- **Developed Tier-1 ecosystem relationships** across NVIDIA, Oracle, IBM Cloud, Equinix, Digital Realty and Boston Limited, driving **50% inbound lead growth**.

Sabbatical: travel across Southeast Asia and Oceania following Lake Parime's acquisition (Feb-Oct 2023)

Lake Parime

Oct 2020 - Feb 2023

London · CleanTech / HPC startup, acquired February 2023

Director, Strategic Initiatives / Head of Enterprise Solutions

Jun 2021 - Feb 2023

Embedded in underperforming teams to rebuild performance; owned the company's external-facing arm through to acquisition.

- **Restructured commercial arm** from hardware sales to long-term project partnerships, leading a **10-person team** - a third of the company - across sales, marketing and financial services.
- **Owned ScottishPower, Contact Energy and Foresight Group relationships** end-to-end, including a **10MW deployment at \$5M+ ARR** - the company's largest project at the time.
- **Secured an MOU** with a \$1.3bn investment firm for exclusive development rights over a **>\$200M pipeline**.
- **Ran investor relations end-to-end** - presentations, CRM and a monthly newsletter with a **40%+ open rate** - processing equity, options, loans and SAFEs.
- **Led the company rebrand** in partnership with Ogilvy and launched its digital presence, growing LinkedIn reach from <50 to **600** in 3 months.

Associate, Corporate Relations

Oct 2020 - Jun 2021

"Quarterbacked" the CEO's: translated strategic priorities into cross-functional execution across 13 teams, owning initiatives the CEO couldn't directly run.

- **Designed company-wide OKR**, incentivisation, appraisal and **hiring systems** that filled **8 key talent gaps** in under 3 months.
- **Took over an underperforming Creative & Marketing team**, rebuilding systems and ways of working to increase monthly output capacity by 20%.
- **Built a grant and government-funding pipeline** across the UK, US and Oceania, securing a **£50k** government grant and partnerships with Innovate UK and the City of Jacksonville.
- **Presented the company at international conferences**, government roundtables and analyst briefings, initiating new client and partnership opportunities.

EDUCATION & ADDITIONAL

University of Cambridge - 2:1 MA Psychological & Behavioural Sciences - *Decision-making, behavioural econ & statistics*

A-Levels: Mathematics (A*), Psychology (A), Biology (A), Chemistry (AS)

Volunteering: raised £6,000 for education and conservation projects across the UK and Africa

Interests: travel (40+ countries), performing arts, hiking, netball, guitar, vocalist

SKILLS

AI enablement & automation: Claude Code, MCP and agents, Python, Git/GitHub, Playwright/AgentBrowser

Commercial: enterprise deals, market mapping and ICP, outbound/inbound/ad marketing (strategy, manual & automation), CRM, strategic partnerships, pricing and unit economics

Finance & governance: IR, data rooms, cap tables, EIS/SEIS, EMI, Companies House and HMRC compliance

Other tools: Linear, HubSpot, Apollo, ZoomInfo, Clay, Notion, Jira, Excel (advanced), Google Workspace, Microsoft 365

References available upon request