

Andrew Sternthal

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SUMMARY

Founder, operator, and business development leader with 25+ years commercializing emerging technology and new customer behaviors across eCommerce, ad tech, startups, consumer products, and workflow automation. Early CDNOW team member through financing and IPO. SVP Sales & Business Development / Managing Partner at ActionX through its acquisition by Xaxis/WPP. Currently building practical AI workflow products, with live pilot traction at HeardUp. Seeking a senior commercial role in GTM, partnerships, or business development where operator instinct, customer discovery, and a deep startup network can drive adoption and revenue.

EXPERIENCE

Star Valley Labs | *Founder / Operator, Practical AI Workflow Products* 2025 – Present

Building and testing a portfolio of practical AI, SMS, and voice workflow products focused on overlooked operational problems in scheduling, shift communication, commerce, buyer follow-up, and small-business workflows.

- Launched HeardUp with initial restaurant pilot customers, supporting 46 employees, 890 shifts, 2,478 texts, 300 clock-ins, and 112,000+ minutes tracked.
- Operate end-to-end across customer discovery, product definition, GTM messaging, outreach, partnerships, and early customer adoption.
- Additional product explorations include SubFinder, Hot Soup, AfterHoursAgent, and RevText.

Broad Street Farms Freeze Dried Candy | *Owner* Apr 2023 – Present

- Built freeze-dried candy brand to nearly 50,000 units sold and close to 50 retail locations at peak across supermarkets, specialty markets, and theaters in the Delaware Valley, with approximately 65% average margins.
- Firsthand experience with retail reorder friction and small-brand buyer follow-up directly informed AI workflow product Hot Soup.

Star Valley Group | *Principal, Independent Advisory* 2018 – Present

Previously operated as ologie, 2000 – 2009

- Independent business development, partnerships, and GTM advisory for startups and early-stage technology companies, alongside operating and venture-building work.
- Clients and mentees across DreamIt Ventures, 1776, and direct engagements including Phenom People, Without A Box (acq. Amazon), MusicChoice, Eating Europe, Roar for Good, Fairing, and Orita.

ActionX | *SVP Sales & Business Development / Managing Partner* Apr 2013 – 2018

Acquired by Xaxis/WPP, March 2015

- First sales/BD hire. Built ActionX's commercial engine from zero through acquisition by Xaxis/WPP, then scaled post-acquisition revenue to a \$10.7M annualized run-rate with 50%+ margins across 200+ brand campaigns.
- **Pre-acquisition clients:** Hearst, Saks Fifth Avenue, WWE, Time Inc, Domino's, ModCloth, 1-800-Flowers, Forbes, OpenTable, The New York Times, Hotels.com, The Economist, HotelTonight, and Birchbox. Global clients included Zalora, Lazada, Dafiti, and EasyTaxi.
- **Strategic partners:** Tune (acq. Branch), Adjust, AppsFlyer, Kochava, Branding Brand.
- Post-acquisition: led new-product BD for Xaxis/GroupM, negotiating 12+ agreements including Digital Turbine, Vibes, and InMobi.

Backstory | *Co-Founder* 2011 – 2012

Acquired by Jirafe

- Built tools helping websites engage unregistered visitors. Raised angel funding; assets acquired by Jirafe.

ShopRunner | *Vice President, Business Development* 2010

Acquired by FedEx

- Signed 40+ launch partners pre-launch, including Guitar Center, ESPN, Sports Authority, Dick's, Toys"R"Us, eBags, Bare Necessities.

ekkoTV (ekko.im) | *President & Co-Founder* 2007 – 2009

- Built one of the first real-time interaction systems requiring no software install. Peak: 8,000 daily users, 4M+ minutes/month. Ben Franklin Emerging Business Awards finalist (2008).

CDNOW | *Senior Director, Business Development* 1995 – 2000

IPO 1998; acquired by Bertelsmann/BMG, 2000

- Startup-team member at one of the first eCommerce companies; grew to \$160M+ in sales by 1999.
- Built and led BD and sponsorship teams. Negotiated first-of-kind marketing partnership with Yahoo!, plus partnerships with AOL, Time Warner, ESPN, Microsoft, MTV, CBS, Rolling Stone, Sony, Visa USA.
- Launched one of the web's earliest affiliate programs, which became CDNOW's largest single revenue driver.

Shop.org / National Retail Federation | *Co-Founder, Treasurer, Board Director* 1996 – 1998

- Co-founded Shop.org (now NRF NXT), the first trade association for eCommerce and multichannel retailers.

AWARDS & EDUCATION

PhillyTech Thirty Under 30 (2001) • Ben Franklin Emerging Business Awards Finalist, Most Innovative Product/Service (2008) •

Mid-Atlantic Emmy Award, Producer, CN8/TalkShow.TV

B.S., Marketing, Kelley School of Business, Indiana University