

Keith W. Landry

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College Station, TX 77845

979.877.5085

me@keithwlandry.com

keithwlandry.com

linkedin.com/in/keithwlandry/

Skills

Keith is a proven expert in operations, leadership, project management, networking, systems administration, event planning, facilities management, and project-based budgeting. He also excels at general IT support, A/V, CRM management/sales processes, budgeting and financial reporting/ forecasting, HR processes, payroll & accounting processes, and FE web development.

Experience

Pokatok (Gow Companies)/ Chief Operating Officer

NOVEMBER 2022 - NOW, HOUSTON, TX

Gow Companies is a multi-entity VC-backed organization focused on sports-tech SMBs and startups. While there I handled all account management, budgeting, and event operations. I also produced the "Tech Rodeo" event in Houston in 2022 and am currently lead on the Pokatok festival, to come in 2024.

Mainline / Chief Operating Officer

OCTOBER 2017 - NOVEMBER 2022, HOUSTON, TX

Mainline is a tournament platform software development as well as an esports event and production company. It created front end web applications to help create and manage large events and leagues with thousands of players participating. As the COO I managed all aspects of the business's operations, including, but not limited to: facilities, hardware, software and subscription licensing, account management, networking, customer service, major processes, and staff/team development. While at Mainline I built and led multiple teams in the client events, broadcast production, and customer service roles.

Some of the major initiatives I was involved with included:

- Leading two office moves and buildouts
 - Designed and oversaw office space remodeling and buildouts, furniture purchasing, workspace setups and security setup for 30 employees
 - Designed and implemented networking topology and buildout
- Producing ESPN's first Collegiate Esports Championship
 - Produced 10 hour-long shows for ESPN2 focused on collegiate esports news around the country
 - Produced a live championship in Houston for five esports collegiate championships that was also aired on ESPN2
- Developing customer service processes
 - Implemented customer service software across a team of representatives with email, web chat, and phone

- ticketing support for tournament participants
- Producing other major events such as
 - A live broadcast with Chipotle and Tony Hawk
 - A large-scale collegiate tournament across multiple conferences for Bud Light
 - A live esports championship for the MAAC athletic conference

SMA Technologies / Global Creative Director

DECEMBER 2014 - OCTOBER 2017, KINGWOOD, TX

SMA Technologies is a backend software company focused on developing tools within the financial sector that allow processes to automate across older mainframe and open system platforms. While there, led a small team in global marketing efforts, which included producing sales materials, lead generation, website management, content creation, and conference/event management.

Some of the major initiatives I was involved with included:

- Redeveloping the sales process
 - Standardizing a Salesforce process for stakeholders across multiple countries, languages, and currencies
- Developing new, never before used at SMA, marketing avenues
 - Including email marketing processes using Pardot, web advertising, and traditional marketing mediums
- Executing a brand refresh company-wide
 - Including new branding and colors, all new collateral, a redesigned website, and new sales and marketing materials
- Helping take a new product to market
 - Developed a product name, brand, and collateral for the launch of a new big data analytical software

Texas State Senate / Designer & Political Researcher

JANUARY 2013 - DECEMBER 2014, AUSTIN, TX

Produced bi-annual off-session publication designs, conducted and published statute research, and covered hearings during session.

Education

Bush School of Govt & Public Service / Masters of Intl Affairs

AUGUST 2010 - MAY 2012, COLLEGE STATION, TX

Studied the international political system, statecraft, leadership, and security.

Texas A&M University / B.S. Telecommunications

AUGUST 2005 -MAY 2009, COLLEGE STATION, TX

Studied networking, communication, and minored in business.

Languages

Native English and intermediate-mid oral proficiency in Spanish