

Ken Gavranovic

A thinking and execution partner who has held the seat.

Founder and CEO, Interland (Web.com) · Co-founder and CEO, Product Genius · EVP and GM, New Relic · COO, Blameless · CPO, Coursedog · VP, Unqork · VP, Cox Automotive · Managing Partner, Fortress Capital Partners

STARTUP TO IPO · SERIES A TO C · PUBLIC UNICORN · ENTERPRISE · TURNAROUND

kengavranovic.com/founder-coach | Alpharetta, GA · remote and select on-site engagements



Ken coaches founders and CEOs of venture-backed companies, and the executives around them, when the company outgrows how it is run. He has held the seats founders grow into, from founder and CEO to EVP of a public company, and is a certified coach trained in psychology, so the plan and the person carrying it get worked on together.

SKILLS LEADERS BUILD

Better decisions under pressure

Delegation and decision rights

Credibility with the board

Executive presence and public speaking

Leading people more experienced than you

Leading AI adoption

M&A and exit readiness

Early-stage founder CEOs

SEED TO SERIES A

- Co-founder decision rights
- The first board and the next round
- First executive hires, and focus
- The weight of the seat, in confidence

Been there: Founded multiple companies, and took Interland (Web.com) from a rented floor to a Nasdaq IPO as CEO.

Next-stage growth

SERIES B TO PRE-IPO

- A team that runs without the founder
- The operating rhythm and board plan
- Out of the founder bottleneck
- Selling upmarket to the enterprise

Been there: Interland to \$200M in revenue; Unqork from \$20M toward \$100M ARR.

Transformation

RESET, TURNAROUND, MERGER

- Cutting burn without cutting the heart out of the company
- Rebuilding go-to-market
- A merger, new leaders, or an AI reset

Been there: COO in a VC-backed turnaround: burn halved, win rate from near zero to 80%.

WHY FOUNDERS CHOOSE HIM

The board's side of the table. He knows how a board reads the deck because he has written the questions.

Every scale, and the buyer's side. Startup to public unicorn; he has sold to small businesses, enterprises, financial services firms and federal agencies.

Coaching first, the playbook when it helps. The founder owns the decision.

Candid, not comfortable. He pushes back where a mentor would nod.

Best for founders and CEOs who own an outcome, want candid over comfortable, and will do the work between sessions.

HOW IT WORKS

- 1 **Discovery call.** 45 minutes, no pitch. You leave with a scope and a number.
- 2 **Calibration.** The founder sets goals and measures.
- 3 **Standing calls.** About an hour, weekly or twice a month, with access between calls.
- 4 **Terms.** Three months, then month to month.

Confidential: what a founder says stays between the founder and Ken, nothing shared unless the founder chooses.

A LEADER HE COACHED

"Working with Ken is genuinely trajectory changing. ... Ken isn't interested in telling you what you want to hear. He challenges your thinking, holds you accountable to results, and holds himself to the same high standards."

Karsten Summerall
Executive coaching client

A FOUNDER

"I've watched Ken boost the output of software teams, raise hiring standards, and transform behavior by example. Every conversation with Ken leaves you inspired."

Dru Riley
Founder, Trends.vc

THE INVESTOR WHO BACKED HIM

"I led the first institutional round of investment in Interland, which Ken founded. ... I would gladly work with and invest in him again."

Andy Jones
Senior Managing Director, StepStone Group

Ken Gavranovic · Portfolio programs

A thinking and execution partner who has **held the seat**. He works with platform teams in four ways.

One-to-one coaching

Founders, CEOs and the executives around them.
Confidential: nothing a founder says is shared unless the founder chooses.

Workshops and keynotes

90 minutes to a full day on one problem that will not die in email, at a retreat, a portfolio day or online. Keynotes for portfolio summits and CEO days.

Mentor cohorts

Small groups of founders from your portfolio, grouped by stage, mentored together so they learn from Ken and from each other. What is said in the group stays in the group.

Leadership-team sessions

For one company's leadership team after a round, a merger or a leadership change.

WORKSHOPS

- **Founder to CEO.** Redesigning the founder's role as the company outgrows it.
- **Scaling without breaking.** The operating rhythm that keeps speed and culture through 5x growth.
- **AI that pays.** Adoption across the company, workload by workload, starting with the boring wins.

- **The board meeting that works for you.** What the board is really asking, and how to run the room.
- **Hiring executives more experienced than you.** Hiring them, leading them, and replacing with confidence.
- **The next round, or the exit.** Raising on a plan investors believe, and being ready for M&A.

HOW A FUND WORKS WITH HIM

- 1 **A call.** The portfolio, the stages, and what founders are facing.
- 2 **A proposal.** Format, topics and dates.
- 3 **Delivery.** In person or online.

WHY PLATFORM TEAMS USE HIM

Sessions from the seat. Examples from rooms he ran, not theory.
Every stage. Seed to Series A, next-stage growth, transformation.
Founders bring the real problems. What they say stays with them.



Workshop. Leading a leadership and growth session.



Nasdaq. His company's IPO.



New Relic. FutureStack keynote.



Cox Automotive. With Andy Jassy.



Thinkers50. London.