Nathan White

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PROFESSIONAL EXPERIENCE

Account Manager May 2026 - Present
Everforth Apex Systems Cincinnati, OH

- Manage enterprise account relationships across Kroger, Fifth Third Bank, and Meijer, coordinating with managers, directors, and executive stakeholders across technology and business teams.
- Lead discovery conversations to capture team structures, active initiatives, requirements, priorities, timelines, decision-makers, and future plans.
- Turn stakeholder discussions into organized notes, action items, and follow-up steps across multiple active workstreams.
- Set expectations, balance competing priorities, and provide consistent status updates to keep work aligned and moving forward.

Co-Founder | Product & Go-to-Market Aug 2026 - Present
myReturners.com Cincinnati, OH

- Co-founded a loyalty and customer-retention product for independent coffee shops, partnering with a technical co-founder on product planning, business coordination, and launch readiness.
- Defined customer, barista, and owner workflows and designed automated retention email workflows intended to help participating shops re-engage customers.
- Secured the first client and coordinated pilot definition, commercial preparation, documentation, outreach, and next steps.
- Tracked milestones, responsibilities, dependencies, and status updates in Asana across product, marketing, and pilot preparation.

Growth & Marketing Lead Jun 2025 - Dec 2025
MedSpeak AI Remote

- Partnered directly with founders on go-to-market strategy, product positioning, brand development, and changing growth priorities in an early-stage SaaS company.
- Built automated email workflows and coordinated outbound, lead-generation, CRM, and prospecting processes across email, social media, and the website.
- Built the MedSpeak AI brand foundation, including visual identity, website development, messaging framework, website copy, and customer-facing positioning.
- Created and managed coordinated content across the website, LinkedIn, Instagram, email, and a company promotional video while maintaining consistent product messaging across channels.
- Gathered and synthesized customer feedback from conversations with prospective users to identify recurring needs, objections, and opportunities for product and messaging improvement.

Project Intern May 2025 - Aug 2025
Hitachi Astemo

- Conducted market and competitor analysis across the electric vehicle landscape to support product positioning, pricing strategy, and long-term business planning.
- Managed the work from the initial research question through an analytical spreadsheet, written report, executive presentation, and final recommendation.
- Collaborated across commercial and technical stakeholders to understand customer requirements and market changes influencing future product and program decisions.
- Presented research findings to senior leaders, contributing to cross-functional decision-making on quoting strategy and supply chain risks.

Sales & Project Intern May 2024 - Aug 2024
Cummins Inc. Columbus, IN (HQ)

- Conducted 30+ stakeholder interviews with account executives representing 28 customers to surface customer needs, transition barriers, and requirements for a future product launch.
- Synthesized customer and market findings into a comprehensive product launch communication package supporting planning for the next-generation product release, including supporting datasets, evidence, and customer insights.
- Delivered executive presentations that supported adoption of market insights and sales tools, and were recognized for strong communication and data storytelling.
- Coordinated with sales, product, pricing, logistics, and engineering stakeholders to gather launch information and align on cross-functional impacts.

- Developed an interactive Power BI and Excel lead-time tool consolidating engine lead times and transit-time data into a centralized reporting interface for future account planning.

EDUCATION

Bachelor of Arts in Marketing, Transylvania University, Lexington, KY — May 2026
- Student-Athlete: NCAA Men's Soccer (four years)

CERTIFICATIONS

Inbound Marketing Certification, HubSpot — Nov 2026
Asana Foundations Skills, Asana — Sep 2026
Digital Marketing Certification, HubSpot — May 2025

SKILLS

Marketing & Communications: CRM and Email Marketing Automation, Brand Messaging, Website Development and Copy, Digital and Social Content, Go-to-Market Planning, Product Launch Strategy, Customer Discovery and Feedback Synthesis, Inbound Marketing

Project Coordination: Project Documentation, Timeline and Milestone Planning, Status Tracking, Prioritization, Requirements Gathering, Cross-Functional Coordination, Stakeholder Relationships

Research & Reporting: Market and Competitor Analysis, Research Synthesis, Microsoft Excel, Microsoft Power BI, Dashboards, Executive Presentations

Systems & Tools: HubSpot, Salesforce, CRM Systems, Canva, Photoshop, Asana, Microsoft 365, Google Workspace