

TJ Paterick, MBA

Commercial and Operating Executive

Revenue Growth | P&L Leadership | Business Transformation

PONTE VEDRA BEACH, FL (JACKSONVILLE AREA) |

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EXECUTIVE SUMMARY

Commercial and operating executive who grows businesses and builds the systems teams need to scale. Led the Americas, Matterport's largest region, as company revenue grew from \$46M to \$111M (2019 to 2021) through its July 2021 Nasdaq debut, and held the enterprise and business services P&L at Proof (Notarize) as the company grew from \$18M to \$41M. Has built and led teams of 100 plus across sales, customer success and operations. Now leads capital initiatives, cross-company operating priorities and executive reporting across Terra Innovations' 17-company portfolio, and builds the operating systems and AI tools behind them hands-on.

CORE COMPETENCIES

- P&L Leadership | Revenue Growth | Commercial Strategy | Strategic Partnerships and Channels | Organizational Leadership
- Capital Strategy and Lender Relationships | Operating Transformation | Financial Controls and Forecasting | AI Tools and Operating Systems

PROFESSIONAL EXPERIENCE

Terra Innovations | Ponte Vedra Beach, FL

Vice President and General Manager | JUN 2025 TO PRESENT | Holding company: homebuilding, land development, energy and data center land

- Lead capital initiatives, cross-company operating priorities and executive reporting across a 17-company portfolio; Finance and Marketing report to me.
- Capital: lead a \$25M development facility process across 25+ lenders and a \$20M energy bridge with regional and national banks, with the proposals, lender packages and underwriting models; structured a \$25M investor fund and a \$10M project equity raise.
- Built the owner's weekly portfolio outlook the leadership team runs on: 43 project lines from underwriting to realized profit. The first cut surfaced 16 reconciliation exceptions and 147 open field actions; the process was handed to the finance lead as owner.
- Designed the project financial controls for build and development work (handoff gates, cost-code job costing, AP workflow, cost allocation standard, 13-week cash forecast) and the 75-name lender CRM that runs every raise.
- Led the company operating plan launched August 2026: 180-day action plan, role charters and resource decisions across a 70+ person team; ran the 90-day financial review of a newly acquired homebuilder.

Proof (formerly Notarize)

SVP, Enterprise, Business Services and Strategic Partnerships | FEB 2022 TO AUG 2025 | Identity verification and fraud prevention platform

- Held P&L for the enterprise and business services segments as the company grew from \$18M to \$41M.
- Led inside and outside sales, customer success, product strategy and product operations, with teams of 100 plus.
- Built and ran the strategic partnership channel: FedEx Office Online Notary (launched March 2022), Staples, Adobe Acrobat Sign and Notarize for Salesforce on the AppExchange (August 2022).
- Sold to and served banks, insurers and enterprises on synthetic identity, deepfake and document forgery risk through the company's evolution from online notarization to identity platform.

Matterport

Vice President, Americas | DEC 2019 TO FEB 2022 | 3D capture and digital twin platform (Nasdaq: MTTR)

- Led the Americas revenue organization, the company's largest region, as company revenue grew from \$46M to \$86M to \$111M (2019 to 2021).
- Moved the region from one-time hardware sales to recurring SaaS and digital twin subscriptions across real estate, retail and construction.
- Carried the region through the \$2.9B merger with Gores Holdings VI (\$640M in proceeds including a \$295M PIPE) and the July 2021 Nasdaq debut.

Aila Technologies

Head of Sales (after consulting engagement) | AUG 2018 TO DEC 2019 | iPad-based point of sale hardware

- Brought an iPad-based POS to market through Apple's channel, with Ingenico and Verifone payment integrations and Shopify and Lightspeed commerce integrations; Ingenico partnership (2018).

Xome (Mr. Cooper Group)

SVP, Real Estate Monetization | FEB 2015 TO AUG 2018 | Residential real estate auction marketplace

- Owned the P&L for the auction marketplace and led its shift from an REO-focused platform to an investor and consumer marketplace.

Swarm Mobile → Groupon

Head of Commercial, Swarm Mobile, then Senior Director, Merchant Operations, Groupon | DEC 2012 TO AUG 2015 | Swarm Mobile was acquired by Groupon in November 2014

- At Swarm Mobile, led the commercial team that produced about 90% of company revenue and the go-to-market for its in-store Beacon hardware and SDK.
- At Groupon, led POS integrations and redemption partnerships for merchants.

Earlier career: RetailNext (Director, Sales and Strategy and Insights); Crave Retail (Advisor); Acosta (Strategy Analyst)

EDUCATION

Babson College | Master of Business Administration (MBA)

University of Richmond | Cum Laude | NCAA Division I Men's Basketball, Athletic Scholarship