

Kyle Whatnall

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Marketing leader and sole PMM with a team of 4, building product marketing from scratch for a platform used by 2,600+ racquet sports clubs. Eight years in marketing, including three as employee #7 at Selkirk, which grew to nine figures, and four at a sports and entertainment agency. Built a Slack agent that fields requests from three departments and routes what needs judgment to a person, and presented on AI-native marketing at Mainsail's Marketing AI Summit.

Skills: AI product marketing · positioning and messaging · go-to-market strategy · product launches · demand generation · marketing-sourced pipeline · pricing and packaging · sales enablement · competitive intelligence · AI adoption · team leadership · HubSpot · Salesforce · Claude Code · Supabase

PROFESSIONAL EXPERIENCE

CourtReserve Jan 2026 – Present · San Diego, CA (Remote)

Mainsail-backed B2B SaaS for racquet and fitness facility operations

Senior Product Marketing Manager & AI Deployment Lead

- Led go-to-market for Public Booking, the flagship 2026 launch, partnering with Product through beta; \$1M+ in platform revenue, 400+ club activations, 25,000+ reservations.
- Sourced 22% and influenced 48% of new-logo pipeline created January through September 2026, from launch, webinar and content programs.
- Brought Setup Wizard, an AI onboarding agent, to market as the standard setup path; setup completion rose from 40% to 75%, and every new club starts there.
- Co-owned pricing and packaging with the VP of Product and CEO, moving core tiers from feature-gated to usage-based and standardizing paid add-ons; close rate rose 8%.
- Created the win/loss program, feeding closed-lost reasons into positioning and messaging; battlecards the field uses in live deals lifted win rate 13% and shortened the sales cycle 12%.
- Drive company-wide AI adoption across every department, nearly tripling weekly active users and growing reusable AI workflows in production from 6 to 28 in 90 days.
- Architected RallyPoint, a product-intelligence and marketing-automation platform, on Claude Code, Supabase, and Bolt.new, cutting the brief-to-launch cycle from a week to half a day.

Selkirk Sport Oct 2022 – Dec 2025 · Seattle, WA (Remote)

Pickleball equipment and apparel brand; DTC and national retail distribution

Senior Manager, Brand & Product Marketing (2023 – 2025); Product Marketing Manager (2022 – 2023)

- Deployed Palantir Foundry across Selkirk's operations, replacing 12 third-party tools and driving six-figure monthly cost savings; Palantir featured the partnership in their Builders series and a full-page New York Times ad.
- Helped scale the company to 200+ employees, contributing to ~1200% revenue growth while leading a team of 5.
- Owned the product narrative for paddle technology as pickleball went mainstream, and ran \$80K+ per month in paid media at 3-5x ROAS behind it.

BZA Public Relations & Marketing Jun 2018 – Sep 2022 · Los Angeles, CA

Sports and entertainment agency

Senior Account Executive (2019 – 2022); Account Executive (2018 – 2019)

- Promoted to Senior Account Executive; ran brand and editorial campaigns for clients across the NFL (3 on-site Super Bowls, NFL Draft), MLS, MLB, PGA TOUR, UFC, Showtime, and the Fortnite World Cup.

EDUCATION & RECOGNITION

- Chapman University. B.A. Strategic & Corporate Communication; B.A. Spanish, Magna Cum Laude (2019)
- 2025 Commencement Speaker, Chapman School of Communication
- Palantir for Builders. On-site AI platform training, Palantir HQ, Palo Alto (2025)