Gary Williams

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$ gary --stats

A$10M+
run rate built from $0, as first employee

12×
Big Four bank account, A$200K to A$2.4M

A$8M
a year via a Google, Microsoft, Cisco channel

80%
adoption after go-live; hundreds trained

1,044
leads researched by my AI pipeline

12 mo
pivot to profit, Eye Heart Science

$ gary --built-with claude
✓ ParentPal (iOS, Android, web)
✓ AI sales pipeline + CRM
✓ Wirral Cycling site (live)
✓ 3 more iOS apps

COMMERCIAL LEADER · FOUNDER · ENTERPRISE TECHNOLOGY & AI

Commercial and technology leader with 18 years in ANZ enterprise sales and partnerships, and a four-time founder. As Message Stick's first employee I helped build it to an A$10M+ run rate. Since 2025 AI has been central to how I work, and I enjoy rebuilding slow, manual processes with it.

EXPERIENCE

ParentPal
Oct 2025 – now

Co-Founder & CEO

- Built the iOS and Android apps, website and backend with Claude, without an engineering background.
- **1,044 leads** researched by an AI sales pipeline that also sorts inbound email and drafts replies for approval.
- Set up an AI agent workflow that routes my tasks across five product areas.

Eye Heart Science
Oct 2023 – Apr 2026

Chief Operating Officer

- **Profitable in 12 months** after pivoting from after-school clubs to science kits.
- Signed Australia's three largest outside-school-hours providers.
- **12,000+ unit** production runs through a factory in China and a 3PL.
- Filmed and edited the instructional videos that went with the kits.

Message Stick Communications
2015 – Oct 2023

Chief Customer Officer · joined in 2008 as first employee

- **Zero to A$10M** a year in one division; led a sales team of 8 for eight years.
- **A$8M-a-year** channel built with Google, Microsoft and Cisco, cutting client costs 22%.
- **Hundreds trained** across enterprise and government; 80% adoption after go-live.
- Moved clients to remote working through COVID as conferencing minutes grew nearly 10×.

Continued overleaf

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$ gary --strengths
✓ Enterprise sales
✓ Partners & channel
✓ Building from zero
✓ Training & adoption
✓ AI process automation
✓ C-level relationships

$ gary --education
BSc (Hons) Technology &
Management, Bradford
University, 1999–2003
iOS App Development with Swift,
RMIT & Apple, 2019
Applied AI and LLMs, self-
directed, 2025–2026

$ gary --certs
Google SaaS Cloud Credentials,
2022
Cisco Collaboration SaaS, 2022
Miller Heiman Strategic Selling
ProForce Master Class Sales

$ gary --tools
Claude, Salesforce, HubSpot,
Firebase, Google Cloud, Final
Cut Pro

$ gary --citizenship
Australian and UK citizen
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EARLIER AT MESSAGE STICK

Customer Success Director

2012 – 2015

- Kept A$1–3M contracts delivering while running the customer support team.
- Held 98% SLA adherence through peak demand.
- Cut average response time 30% by automating the manual steps in support.

Partnership Account Director

Sep 2008 – 2012

- Grew a Big Four bank account **12×**, from A$200K to A$2.4M a year.
- Helped build **Supply Nation** from an idea to its launch at Parliament House in 2009. It opened with 13 businesses; its suppliers now win A$6.79 billion a year.
- Set up and ran the National Apology Breakfast from 2009 to 2023, growing it from 50 guests to about 500.

BEFORE MESSAGE STICK

Genesys Conferencing, Sydney

2006 – 2008

Account Executive · Channel Executive · National Account Director

- Sold online video, screen and document sharing before they were normal, and built Message Stick's client base as its channel manager.

Sidlow (Volkswagen Audi Group), UK

2002 – 2006

- Built "Deal Negotiator", an online dealership with one salesperson, run on Google AdWords. It outsold many physical dealerships combined.

IBM, London

2000 – 2001

VENTURES

One Smart Star Australia
2014 – 2023 · Co-founder. Licensed Israeli short-dial and Visual IVR tech; signed Telstra and Optus.

Marine Riley
2013 – 2017 · Co-founder of a Riviera yacht dealership. Sold my stake at 3×.

WiFi Weddings
2020 – 2022 · Founder. Multi-camera livestreams during COVID closures.

ParentPal
2025 – now · Co-founder and CEO. See page 1.

ALSO BUILT WITH CLAUDE

Wirral Cycling Group
Live. Bookings, waitlists and renewals for a UK club, replacing manual admin.

Bean Counter
iOS app tracking when a home coffee machine pays for itself.

Splitwiser and a HYROX app
Two more iOS apps.

Silent Disco in a Box
Raspberry Pi that streams music to guests' phones.

More detail and live demos at garywilliams.au