

# GREG HREBEK Operating & Go-to-Market Executive

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**Positioning** - *Turning technical possibility into commercial inevitability.*

Executive operator focused on translating complex, internally developed or acquired technologies into scalable, commercially durable businesses, especially in regulated, mission-critical, and operationally complex environments where disciplined execution and clear commercial strategy drive outsized impact.

## Where I Add the Most Value

- Strong technical or engineering capability that struggles to convert into consistent, repeatable revenue.
- Products that succeed in pilots or early deployments but stall at the point of scale.
- Misalignment between technology, operations, and commercial leadership.
- Innovation or modernization initiatives without a clear go-to-market architecture.
- Situations where the role required is not yet fully defined; operator, advisor, or interim leader.

## What I Bring

### Commercial Strategy & Go-to-Market Leadership

Designing and executing commercialization strategies that align product readiness, pricing, deployment, and operating models.

### Translation Layer

Bridging engineering, operations, and commercial leadership so technology decisions support customer outcomes and measurable economic return.

### Pattern Recognition

Recognizing why technically sound products fail to scale, and correcting course before capital, credibility, or momentum is lost.

### Credibility Across Stakeholders

Trusted by boards, executives, operators, customers, and regulators in environments where failure is costly and innovation must coexist with reliability.

## Selected Experience

### President & CEO; Board Member, Railspire

Led go-to-market strategy and commercialization of advanced, safety-critical technology platforms, translating complex operational capability into deployed solutions and durable revenue.

### Commercial & Strategy Leadership, Hitachi

Drove commercialization initiatives within a global industrial organization, working at the intersection of technology development, operations, and enterprise go-to-market execution.

### Go-to-Market & Commercialization, Predikto

Helped scale and position an advanced AI and ML analytics platform, contributing to its successful acquisition and integration into a strategic buyer's portfolio.

## Current Focus

- Operating and fractional executive mandates where technology commercialization is a strategic priority.
- Companies with strong or emerging technical capability that need clearer market traction and scalable revenue.
- Leadership teams that value judgment, pattern recognition, and execution discipline in high-ambiguity environments.