

Joseph Forsythe

Founder

San Francisco, CA, United States | [LinkedIn](#)

Georgetown SFS graduate (Global Business, 2025) who has founded two companies. Built SurgeIQ, a lead-intelligence SaaS, using AI coding agents, and has run outbound B2B sales from cold calls to closed clients.

EXPERIENCE

Founder Jan 2026 — Sep 2026
ProfitLine AI LLC *Remote*

Launched SurgeIQ, a B2B lead-intelligence SaaS that turns NOAA storm data into buying signals for independent reps selling to roofing, tree, and restoration contractors. Owned the roadmap and shipped the product in Python/Django and PostGIS with AI coding agents, covering enrichment, lead scoring and routing, Twilio calling, and Stripe billing. Tested three signup flows; the product-led version (preview a real lead, then self-serve Stripe Checkout) converted 7 contract sales reps into paying customers. Also cold-called home-service businesses to pitch ProfitLine's agency services and built a TypeScript contractor platform for the reps.

Sales Nov 2025 — Jun 2026
Yellow Parachutes, Inc. *Seattle, Washington, United States*

Wrote and pitched a 16-page growth plan to the owners of a nearly 50-year-old independent toy store. The plan covered ABC inventory and reorder points, POS cleanup, and a 12-metric KPI scorecard including sell-through, GMROI, CAC, and ROAS. Designed a multichannel marketing plan spanning TikTok, Instagram, Meta retargeting, local PR, and school fundraisers. Sold to walk-in customers and upsold add-ons across toys, games, and collectibles.

Business Development Research, Georgetown Coursework Jan 2024 — May 2024
Skydio *Washington, District of Columbia, United States*

Built a government drone market-entry plan for two emerging markets as an individual Georgetown project advised by Skydio executives. Submitted a 35+ page plan to Skydio's President and GM of Global Government. Mapped government buyers, tenders, procurement paths, a VAR reseller channel, and DJI's market share. Assessed ITAR, FCPA, export-control, and sanctions risk and proposed insurance and escrow safeguards.

Founder Jul 2023 — Dec 2023
FitPromote *Charlotte, North Carolina, United States*

Founded a paid-social agency for online fitness coaches and e-commerce brands. Closed 8 paying clients from roughly 1,000 cold calls, emails, and social DMs, running discovery calls over Zoom. Built websites and ad creative and ran Meta and TikTok campaigns with audience targeting and reporting. Handled Shopify operations, suppliers, and fulfillment for e-commerce clients.

Analyst Jan 2022 — May 2025
Georgetown Collegiate Investors, LLC *Washington, District of Columbia, United States*

Completed the year-long analyst training of a student-run investment fund, covering accounting, the three financial statements, DCF valuation, comparable-company analysis, and stock pitching. Presented a buy pitch for Micron using DCF, comps, and Porter's Five Forces. The fund voted to buy, and still holds the position, which is up more than 1,000% since April 2022 as of October 2026.

EDUCATION

Georgetown University Walsh School of Foreign Service Aug 2021 — May 2025
Bachelor of Science in Global Business
SFS Language Proficiency in Mandarin Chinese

Georgetown University Jan 2021 — Jan 2025

Charlotte Country Day School Aug 2017 — May 2021
High School Diploma

Georgetown University McDonough School of Business

Took McDonough courses through the SFS Global Business major.

Georgetown University College of Arts & Sciences

Took College courses through the SFS Global Business major.

PROJECTS

B2B lead-intelligence SaaS built with AI coding agents, SurgeIQ

Turns NOAA storm data into buying signals for independent reps selling to roofing, tree, and restoration contractors. Built the full stack in Python/Django and PostGIS, with Twilio calling and Stripe billing.

Go-to-market plan for a hypothetical new product line, Shake Shack GTM plan
Led a 6-person team on a go-to-market plan for a hypothetical Shake Shack product line.

CERTIFICATIONS

SFS Language Proficiency in Mandarin Chinese , Georgetown University Walsh School of Foreign Service	May 2025
Cum Laude Society , Charlotte Country Day School	Apr 2025
National Merit Finalist , National Merit Scholarship Corporation	Feb 2021

SKILLS

Go-to-Market Strategy · Cold Calling · Lead Generation · Market Research · Sales Operations · Key Performance Indicators · International Market Entry · International Business · Business Development · Business Planning · Risk Management · Meta Ads · Tiktok Marketing · Shopify · Product Management · Inventory Management · Financial Modeling · Valuation · Equity Research · DCF Valuation · Cold email · Apollo · Instantly · Multichannel outreach · Account research · ICP · Discovery calls · Closing · Pipeline building · Sales enablement · Agentic coding · Prompt engineering · Claude Code · Codex · Workflow automation · APIs · Webhooks · Stripe · Twilio · Full-stack web development · Git · GitHub · Competitive analysis · Pricing · Unit economics · Financial statement analysis · Comparable company analysis · Excel · Google Sheets · Mandarin Chinese