



PRESS KIT FOR GRAEME BARLOW



Graeme Barlow is a serial entrepreneur who has spent 24 years building, scaling, and exiting technology companies.

He serves as CEO of Iversoft, a software development agency specializing in mobile and emerging technologies. Under Graeme's leadership, Iversoft has grown from \$500,000 to approaching \$10 million in annual revenue and has expanded from a team of 7 to over 50 people.

Graeme has a track record of scaling businesses through strategic execution, financial rigor, and talent acquisition. His approach emphasizes clarity over complexity, identifying the highest-leverage activities and building repeatable processes that drive sustainable revenue growth.

Naturally drawn to entrepreneurship early on, Graeme started selling digital gaming currency at age 10 to prove to his parents that his time online had value. By 16, he had sold the company to WoWMine for seven figures, before most kids get their driver's license. He hasn't looked back since.

Graeme is a co-founder of ProPet Software, a SaaS platform serving the pet industry that continues to generate over \$10 million in annual recurring revenue and serves more than 5 million customers. He co-founded and served as CEO of RocketOwl Inc., a social gaming company that grew to over 1 million active Facebook users before being acquired by Keshet Technologies in 2014.

Following the acquisition, Graeme served as CEO of Keshet Technologies, where he established an early-stage SaaS investment fund and marketing incubator that launched several companies still operating successfully today.



Being a founder is lonely. Friends and family don't understand the weight of making payroll, losing a key client, or moving forward when everything feels like it's falling apart.

Graeme founded Barlow Coaching to help growth-stage entrepreneurs combat that sense of isolation and avoid the mistakes he made. His approach centers on accountability, proven sales systems, and operational discipline. In pursuit of his mission to help 1,000 entrepreneurs reach \$1 million in revenue, he established FounderLink, a community connecting founders across North America.

A direct, practical speaker, Graeme inspires audiences with stories of the founder journey: overcoming setbacks, managing ego and delusion in the early years, and maintaining the conviction to keep going when everyone thinks you're crazy.

Graeme has been featured in Business Insider and VentureBeat and has appeared on numerous entrepreneurship podcasts discussing the realities of building companies, from navigating near-bankruptcy to managing founder conflict.

FOR MEDIA AND SPEAKING INQUIRIES

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