



Kelli Furrer

Chief Revenue Officer/Chief Marketing Officer

Kelli Furrer is an entrepreneurial growth executive and business builder whose career has been defined by turning emerging technologies into meaningful market impact. As Chief Revenue Officer and Chief Marketing Officer at Slingshot Aerospace, she leads the company's integrated growth strategy across sales, marketing, and customer success, helping scale a leading space AI and analytics company at the intersection of innovation and national security.

An entrepreneur at heart, Kelli founded End Game Technologies, a public sector-focused AI analytics firm, after identifying the growing need for AI-driven insight across government missions. She later brought that same founder's mindset to Slingshot, where she has helped accelerate adoption, deepen strategic partnerships, and advance critical initiatives, including NOAA's Traffic Coordination System for Space and the U.S. Space Force's AI-Driven Training Environment for Space Warfare.

Kelli is widely respected for her ability to unite government leaders, industry partners, and technical communities around consequential outcomes. Trusted by leaders across NOAA, NASA, the Department of Commerce, and the U.S. Space Force, she is known for building trust, creating momentum, and delivering results in complex environments.

Her executive leadership roles at Dell Technologies further established her reputation as a strategic growth leader, earning her recognition in *FedScoop's Top Women in Tech* and *CRN's Channel Chiefs*. In 2023, she completed the Post Graduate Program in Data Science and Business Analytics at the McCombs School of Business, The University of Texas at Austin. In 2026, she was named to *Via Satellite's Celebrating Women in Satellite* list and selected to the Advisory Board of the Smithsonian Astrophysical Observatory at Harvard University.

Kelli earned her B.S. in Finance, magna cum laude, from the Pamplin College of Business at Virginia Tech.