

Chief Executive Officer

DRIVING GROWTH FOR HIGH-POTENTIAL BUSINESSES THROUGH OPERATIONAL EXCELLENCE

DISRUPTIVE TECH || CONSUMER GOODS || MEDIA & MARKETING || AI SOFTWARE || SERVICES

Visionary leader with bold determination, expert strategy, and uncompromising preparation, propelling unprecedented business growth across sectors and competitive markets. ROI driver with command of operations, marketing, and technology along with proven capacity to drive scale and profit by harnessing M&A opportunities. Energetic culture builder uniting boards, founders, leaders, and employees around shared goals while promoting accountability, process simplification, and achievable roadmaps.

Business Operations ~ Resource Optimization ~ Change Management ~ M&A Exit Strategy ~ Board & Investor Relations ~ Financial Management ~ P&L ~ Technology Enablement ~ Marketing & PR ~ Continuous Improvement ~ Product Development ~ Manufacturing & Supply Chain ~ Global Trade ~ ITAR & EAR ~ Team Building ~ Process Design

- Grew 6 companies and orchestrated 4 exits across multiple industries as CEO/COO.
- Defined winning growth strategies and operational tactics for B2C, B2B, B2G, and DTC businesses.
- Managed diverse portfolio of small- to mid-cap companies totaling +\$220M in revenue.
- Served the poor in +43 countries through retail give-back campaigns that drove brand loyalty & sales.
- Won +\$50M in Gov R&D from US DoD, DARPA, SBIR, NAC-DOTC, UK MoD, WFB, NSF, and Innovate UK.

PROFESSIONAL EXPERIENCE

CEO | Board of Directors, XXXXXXX XXXXX, XXXXX, XX

2020 – 2022

Headed growth from small venture to global manufacturer, achieving “101 Most Innovative US Water Purification Companies” (Futurology), “35 Best Colorado Water Companies” (Best Startups), & “#1 New Product in Outdoor Recreation” (Amazon).

Promoted to CEO by board to drive transformation through strategic business planning, Lean processes, technology deployment, and data-driven marketing. Led Seed and Series A capital campaigns. Owned product development and government R&D proposals. Implemented Traction EOS company-wide to drive KPI accountability.

- Drove 12X revenue growth and built global supply chain during pandemic using multi-channel sales strategy.
- Expanded from single channel business into multi-platform DTC, B2C, B2B, & B2G sales strategy.
- Unlocked massive global channels by prepositioning inventory in 3 targeted international locations.
- Led design, manufacturing, and sales of 4 product lines with distribution into 32 countries.
- Launched 2 non-profits that served the poor in 14 countries while driving sales of company products.

COO & CMO | Board of Directors, XXXXXXX XXX., XXXXX, XX

2016 – 2020

Built disruptive AI computer vision software and robotics company into major player in competitive Aerospace & Defense industry Autonomy sector within 5 years, positioning business for strategic acquisition at 16x Series A valuation.

Integrated business strategy, operations, and marketing to achieve aggressive product development, growth, and M&A goals. Stepped into CMO role to oversee all marketing, advertising, proposal writing, global export, R&D grants, and business development efforts. Championed multi-channel B2B & B2G revenue strategy.

- Produced robust IP / product development roadmaps and raised +\$15M to finance scale and new product development.
- Proposed and won +\$26M in cutting-edge R&D contracts through DoD, DARPA, SBIR, NAC/DOTC, and UK MoD.
- Grew operations from just 4 employees to +120 full-time staff and contractors.
- Keyed pivotal shift to systems integration with vehicles, unmanned aerial systems (UAS), and remote weapons.
- Instituted Traction EOS business system, Agile development, and full-spectrum ERP system company-wide.
- Expanded offices from 2,000-sq.ft. to 29,000-sq.ft. full-spectrum facilities and 320-acre testing range.

Continued...

Operating Partner & COO, XXXXX XXXXXX XXX, XXXXX,XX

2014 – 2016

Enabled profitable business operations and managed \$100M in P&Ls for small- to middle-market Outdoor, Sporting, and Survival brands in PE investment portfolio.

Combined capital with operational excellence, engineering, marketing, and supply chain to create market-focused businesses as well as maximize stakeholders' returns.

- Consistently exceeded growth and KPI goals at +90% and positioned 3 entities for acquisition.
- Installed high-accountability Traction EOS, Agile, and Lean systems for remote PE OP leadership.
- Oversaw marketing, branding and advertising strategy for +30 products in multiple categories.
- Built custom automated e-platform for discovering, vetting, and culling top acquisition targets.

President & CEO | Chairman of Board, XXXXXXX XXXXXX, XXXXXX, XX

2010 – 2015

Transformed media startup into leading entertainment and marketing agency in Outdoor market by taking ownership of overall productions, leveraging relationships to attract brands and celebrities, and championing innovative growth strategies.

Pioneered branded product-driven entertainment that created new monetization scheme for traditional cable. Launched first web-based on-demand streaming entertainment networks in outdoor adventure market. Developed and produced original programming for NBC Sports, GAC, DIY, A&E, History, Outdoor Channel, and Sportsman Channel. Created TV series with celebrities such as Blake Shelton, Miranda Lambert, Justin Moore, Chuck Wicks, Randy Couture.

- Implemented Traction EOS to unleash revenue expansion to \$8M, producing 8 original television series annually.
- Orchestrated finances for +600 episodes of outdoor/adventure television across 7 networks as Executive Producer.
- Crafted award-winning marketing campaigns for +30 significant outdoor brands (Cabela's, Yeti, Coleman, etc.).
- Sold company after 5.5 years to competitive acquirer at 10x seed valuation.

COO & EVP, XXXXX XXXXXXXXXXXX, XXXXX, XX

2008 – 2010

Drove exponential growth through operational excellence and business development over 3 years to become America's largest outdoor adventure television producer and leading marketing agency for outdoor products.

Created marketing solutions for Bass Pro, Ram Trucks, Beretta, Ruger, Remington, Federal Premium, Hornady, Costa, Leupold, Swarovski, Bushnell, Nikon, Zeiss, BSA, Trijicon, Sako, Sitka. Produced 26 original TV series for Spike, Versus, Comcast, NBC Sports, ESPN, DIY, Discovery, Military, and Outdoor Channel.

- Delivered +300% revenue growth from \$12M to \$36M and positioned company for sale to private equity acquirer.
- Purchased prime-adjacent airtime and developed "owned content" model, increasing margins by more than 50%.
- Created dynamic database to orchestrate matrix of brand/product requirements across 26 television series.

COO, XXXXXX XXXXX, XXXXXX, XX

2000 – 2008

Spearheaded business transformation from TV production to digital media to supplement Marketing Services division, trim extraneous costs, and turn around long-term negative growth trends.

Provided strategic oversight of operations, marketing, revenue growth, and technology implementations.

- Created custom production process trees currently used in many marketing agencies.
- Grew annual revenues past \$15M for first time in company history and expanded clientele to include global brands, such as Orbital ATK, AOL Time Warner, Choice Hotels, Lafarge, US Navy, Fox News, and National Geographic.

EDUCATION

Bachelor of Arts, University of Virginia, Charlottesville, VA

BOARD POSITION & NON-PROFIT EXPERIENCE

BOARD OF DIRECTORS: XXXXXXXXXXX | XXXXX XXXXXXX XXXXXX | XXXXXXXXXXXXXXX

PHILANTHROPY: Co-Founder & President, XXXXXX | Co-Founder & Board, XXXXXX