

# Jonathan Marquardt

jtmarq@gmail.com • 140 Granite Lane, Austin, TX • 608.692.7392

## Experience

Kammok | Austin, TX

Chief Revenue/Marketing Officer – October 2022 - Present

Leading marketing and all revenue channels across wholesale, international, Kammok.com, Amazon, and national accounts.

Partnering with CEO and founder to build a path to 50M+ in annual revenue by expanding product categories, designing authentic brand building experiences, and diversifying revenue channels.

Evaluating acquisition opportunities to grow the brand.

Restructuring all international distributor relationships to ensure profitable growth in markets outside the U.S.

Overseeing a current business with 7M in revenue.

Far Bank Enterprises (Sage, Redington, RIO, Fly Water) | Seattle, WA (Based in Austin, TX)

Chief Revenue Officer – March 2021 – September 2022

Lead all revenue channels: wholesale (1200 domestic dealers), international, Farbank.com, Amazon.com, OEM programs (white label), customer service, and sales operations.

Designed GTM strategies to capitalize on explosive growth the COVID/post-COVID market. Brought innovative playbook to a fly-fishing business struggling to find growth.

Overhauled customer service and built a team to service a business experiencing sudden, rapid, growth.

Developed and structured a sales operations team to work between the back and the front of the business to meet the needs of an expanding domestic and international wholesale business.

Rebuilt the Amazon.com presence, moving the brand from a 1P store with no price control/brand control, to an optimized presence on 3P with premium presentation.

Overseeing revenue across four unique brands at 55M+ in annual revenue.

The Sales Collective LLC | Austin, TX

Fractional Executive (CRO/CMO/President) – June 2020 - Present

Lead a hands-on sales consultancy and brand agency partnering with premium consumer products companies to create go-to-market strategies, drive results at wholesale, optimize Amazon presence for growth, and act as an advisor to the CEO and board.

Help DTC native companies enter the wholesale market and expand their presence while growing revenue.

Assist brands in cleaning up their Amazon business and eliminating brand corrosive elements like price erosion, MAP violation, competition for search terms and overall brand degradation.

Representing brands 5 – 75M in annual revenue.

Kendra Scott | Austin, TX

VP of Sales – April 2019 – June 2020

Led the wholesale organization of 30 people across B2B, Specialty Boutique, National Accounts, Online and International businesses and grew a 17 year old business from 52M to 60M.

Re-organized wholesale organization and re-structured the sales compensation plan to better meet the needs of the business contributing to 8M in revenue growth in farmed and new business for our division.

Established a corporate sales program within Kendra Scott brought in new revenue of 3M in the first 12 months.

Developed a strategy and built an Amazon branded KS store adding an additional 4M in revenue.

Installed sales operations and analytics unit to better inform decisions, grow revenue and support sales team efforts resulting in time and expense efficiencies.

Delivered 60M revenue plan in 2019. SLT member reporting to the CEO.

YETI | 7601 SW Parkway, Austin, TX

Head of International and Corporate Sales – September 2017 – April 2019

Led a team of 42 employees. Delivered 100M revenue plan. Reported to YETI CEO.

Shifted business strategy to move into growth mode and profitability for ANZ retail and e-commerce moving from a 500k running loss to a 20M AUD business in 18 months.

Led finance, operations, customer service, marketing and sales in ANZ subsidiary by establishing business relevant metrics and measuring performance to clearly mapped goals.

Established new relationships with international distributor partners in new international markets (Japan, UAE, Mexico, CENTAM). Grew business from 250k to 8M in 18 months.

Developed and executed go-to-market strategies for four additional markets creating 8M in new revenue.

Director of Development – June 2016 – September 2017

Assisted in the start-up of YETI Australia retail starting in January 2017. Field trained sales team 2017 in Australia.

Developed and executed YETI's first company-wide employee and management professional development program.

Developed and implemented YETI's first performance management process in concert with the benefits and compensation arm of the Talent team.

Western Regional Sales Director – July 2014 – June 2016

Lead a 14 state territory and team of 17 territory managers to deliver plan of 100M in revenue.

## Jonathan Marquardt

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Managed the corporate Ace Hardware business: 3,000+ wholesale doors.

Moved team from 3<sup>rd</sup> place ranked (of 3 regional teams) to 1<sup>st</sup> place in 18 months by percent target achievement to AOP.

Mentored 2 direct reports to #1 finishes and eventual leadership (Sales Manager and Sales Director respectively) promotions within YETI.

Developed, managed and trained 14 direct reports externally and a team of 6 internally across 14 U.S. states.

### Territory Sales Manager – May 2013 – July 2014

#1 in sales for 2013 and recipient of the Seider's Award (TSM of the Year). 337% growth in sales over prior year (2012).

109% of revenue quota and 104% of new dealer quota. Opening 106 new accounts in 6 months.

## Education

Montana State University

May, 2004 - B.A. English Literature

- Co-Active professional coach 2016. Entrepreneur: Co-owner and developer of Ancora Coffee Roasters. 2 stores and a roastery.

Roles Prior – Additional Info Available Upon Request