

## Executive Profile

A highly accomplished and mission-driven leader with a proven track record of success and extraordinary achievements in building a company from an idea to a multimillion-dollar national brand. A true visionary, recognized as a hands-on, expert strategic thinker who can rapidly identify and formulate proactive, measurable, and cross-functional business processes to achieve short- and long-term business objectives in a dynamic environment.

## Areas of Expertise

- Brand Development
- Business Strategy
- Enterprise Management
- New Business Development
- Process Integration
- Sales & Revenue Growth
- Training & Development
- Cross-Functional Leadership
- P&L Management
- New Product Development
- Competitive Analysis
- Sales Management
- Negotiation
- Team Building & Leadership
- Board & Investor Relations

## Career Experience

Company Name, Minneapolis, MN  
*Founder & CEO*

2016 – Present

Responsible for the development, implementation, and launch of an aggressive strategy designed to grow company name brand Sales and Dollar Share across several nationwide channels.

- Created a nationwide brand and entirely new category within the market.
- Identified and managed manufacturing and co-manufacturing relationships to support and facilitate product growth.
- Raised \$3M + in equity and debt financing to fund business operations
- Built and managed a high-performing team to support operational efficiency and nationwide scalability.
- Worked in concert with CFO to build budgets and projections to achieve financial goals.
- Negotiated all investor, manufacturing, vendor, contractor, partnership, customer, IP, and real estate legal agreements and contracts. formal Business plan, Future organizational structure, and resource models to
- Pitched and sold to some of the nation's largest retailers, including Target, Kroger, Whole Foods, QVC, Marriott, 1-800-Flowers, and Edible Arrangements.
- Identified and capitalized on industry trends for product development opportunities.
- Led and presented to board members at quarterly board meetings.

Company Name, MN

2014 – 2016

Account Executive

Leveraged personal and professional network to expand potential client base. Nurtured long-term relationships with customers through strategic account management.

- Recognized as the first account executive hired across Minneapolis market.
- Negotiated and closed the new business opportunities by delivering presentations to c-level executives.
- Recorded \$15K business within six months and \$25K in final round by leveraging consultative approach.

**Managing Partner**

Improved performance by implementing operational strategy. Secured a competitive position across restaurant and technology industries by demonstrating strong leadership skills. Conducted data-driven research on emerging trends and deployed competitive practices in line with organizational growth objectives.

- Drove continuous business growth by designing and deploying strategic business planning.
- Bolstered up business credibility by leveraging brand awareness concepts.
- Cultivated committed advisory boards and partnerships through critical negotiations.

**Company Name, MN**

**2010 – 2011**

**Financial Sales Manager**

Supervised and improved performance of 50 employees and retailers while validating performance through dashboards and metrics. Developed powerful presentations on the applicability of the program, resulting in the expansion of retailers from 0 to 350 nationwide. Provided progressive recommendations to achieve set financial objectives.

- Launched a comprehensive financing program facilitating national retailers of company products.
- Maximized business traffic and sales revenue by \$6M annually. Education

**Bachelor of Arts & Psychology**

University Of Kansas, Lawrence, KS