**CHIEF EXECUTIVE OFFICER** ⯁ **ENTREPRENEUR**

Dynamic Chief Executive Officer with over 16 years of experience in providing strategic direction and leadership for organizations in multiple markets with unique situations. Extensive experience transforming companies into profitable and progressive organizations using proven systematic implementation. Offers comprehensive knowledge and operational experience with highly-engineered technical manufacturing companies, ecommerce and international brand building. Effectively identifies critical business drivers in multiple markets and industries, enabling growth opportunities within a variety of departments and ultimately complete business expansion.

CEO • Leadership & Vision • Turnaround • Corporate Restructuring • Brand Building • Product Development & Contract Manufacturing • Strong Financial Accounting • Sales & Marketing Strategic Planning

**Professional Experience**

**Interim Chief Executive Officer**  **August 2013 – January 2014**

*Grilled Cheese Truck TX, LLC: Austin, TX (*[*www.thegrilledcheesetruck.com*](http://www.thegrilledcheesetruck.com)*)*

Provides strategic direction as Interim CEO for this innovative gourmet food truck company aiming to be first publicly traded food truck company in the United States.

**Chief Executive Officer**  **May 2009 – November 2011**

*Ellsworth Handcrafted Bicycles, Inc.: San Diego, CA (www.ellsworthbikes.com)*

Turned this ailing specialty bicycle company around through rebranding efforts and improved marketing and sales strategy, accelerating to profitable state within 12 months.

**Entrepreneurial Experience**

**Co- Founder & Chief Executive Officer**  **January 2011 – Present**

*BrandHouse Media, Inc.: San Diego, CA*

Serves as Co-Founder and CEO for this marketing, media, branding, public relation, and corporate consulting company providing valuable resources to public, private, and non-profit sector organizations.

**Founder & Chief Executive Officer**  **May 2009 – Present**

*Loaded Precision, Inc.: San Diego, CA (www.LoadedUSA.com)*

Founded this cutting-edge company, redefining the level of technology, quality, and product weight in the bicycle component segment of the cycling industry launching toward international distribution and representation in 23 countries.

**Founder & Chief Executive Officer** **December 1999 – April 2009**

*Beyond Outside, Inc.: San Diego, CA*

Beyond Outside, Inc. experienced explosive revenue growth fueled by strategic purchasing partnerships, aggressive sales and marketing techniques, and new cutting-edge ecommerce technology implementation. Following the development of new verticals, watersports, and camping, Beyond Outside, Inc. was acquired after becoming one of nation’s largest e-commerce, mail-order, brick and mortar specialty retailers. Purchased by Pet’s United, Inc. in 2009 by owners of dog/pets/bike.com.

**Education**

**General Studies & Pre-Med** – Pepperdine University

**Bachelor of Science in Business Administration/Marketing** – University of Southern California