**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.

**Career Achievements**

* Constructed multiple start-up companies from ground-up utilizing organic growth strategies with little capital demonstrating consistent expansions and sales increase, accelerating into well-known international brands.
* Corporate restructuring and turnaround deployment, assisting several companies from decline and near insolvency into profitable states by streamlining the organization and renovating management, marketing, and sales strategies.
* Produced measurable year-after-year improvement under shifting conditions and economically depressed markets by adopting “lean mentality” and “just-in-time” strategies.
* Conceived and led revenue capture strategies, successfully achieving positive sales trajectories in addition to designing and sourcing innovative and industry-altering technologies.
* Rebuilt and rejuvenated leadership staff into unified, top-performing, and highly motivated teams. Utilizing these teams to secure strong international distribution by expanding businesses into international markets.

**Core Competencies**

Chief Executive Officer

Turnaround

Organic Business Growth

Brand Building

Business Development

Contract Manufacturing

Strong Financial Accounting

Corporate Restructuring

Strategic Sales Planning

Key Management Construction

Marketing Strategies

**Industry Specializations**

International Business

Outdoor Sporting Goods & Action Sports

Ecommerce & Specialty Retail

Int. Distribution & Logistics

Sales & Marketing Strategies

Acquisitions & Integrations

Corporate Funding

Corporate Restructuring

**Professional Experience**

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

*Grilled Cheese Truck TX, LLC: Austin, TX (www.thegrilledcheesetruck.com)*

Provides strategic direction as Interim CEO for this innovative gourmet food truck company aiming to be the first publicly traded gourmet food truck company in the United States. Challenged to prove franchise model in Texas as first master franchise market in order to prove model successful to secure anticipated Initial Public Offering.

Key Achievements:

* Launched company in post-acquisition growing organization, while establishing and integrating Grilled Cheese Truck brand.
* Accelerated company into explosive revenue increase of 100% month over month.
* Designed new sales and booking systems in order to build strong foundational sales program.
* Developed fresh accounting department in addition to establishing systems and acquiring key management.

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

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

Served as CEO during strong economic downturn. Business was suffering from significant revenue loss, declining employee morale, and ineffective organizational strategy. Deployment of key management, static growth, and implementation of dynamic systems were key to the stabilization of this organization. As CEO, effectively returned Ellsworth Bicycles to profitability within 12 months by implementing efficiencies, modifying manufacturing protocol, rebranding corporate image, improving marketing and sales strategies, and renovating its philosophy and framework.

Key Achievements:

* Acquired and established new healthy, efficient, cost effective management team and leadership providing strategic operational and financial company direction
* Implemented ERP system, establishing accurate inventory controls and manufacturing cost accounting measurements to accurately calculate cost of goods.
* Designed inventory aging metric in conjunction with velocity reporting to improve inventory capital requirements, inventory turns and just in time strategies.
* Rebranded company image and implemented new sales and marketing strategy resulting in strong revenue increase.
* Exceeded pre-downturn figures within 12 months accelerating company into strong trajectory for success.

**Entrepreneurial Experience**

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

*Brand House Media, Inc.: San Diego, CA*

Serves as Co-Founder and CEO for this marketing, media, branding, public relation, and corporate consulting company. Brand House Media provides valuable resources to public, private, and non-profit sector organizations across multiple mediums. Provides strategic direction and subject matter expertise working directly with diverse clientele. Negotiates contracts as needed as well as organizes and manages projects and contractors.

Core Services Provided:

* Branding
* Event Planning
* Graphic Arts
* Marketing
* Photography
* Public Relations
* Publishing
* Reputation Management
* SEO
* Social Media
* Video Creation
* Web Design
* Writing Services

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

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

Founded this forward-thinking, cutting-edge American entrepreneurial start-up company focused on designing, manufacturing and providing the finest bicycle components in the industry. Loaded Precision, Inc. has redefined the level of technology, quality, and product weight in the bicycle component segment of cycling industry leading to strong international brand awareness and distribution. Provided direction, financial acumen, and innovation for this young organization since its inception.

Key Achievements:

* Developed cutting-edge technology by outsourcing design, development, and contract manufacturing in Asia.
* Spurred this ground-floor start-up to gaining international brand awareness, attention, and acclaim.
* Achieved international brand representation in over 23+ countries by implementing international distribution strategies.
* Demonstrated explosive revenue growth through utilization of solid domestic sales strategies.
* Designed highly efficient inventory management systems and controls, including automatic min/max, velocity reporting, and inventory aging matrix – a resource crucial for “just-in-time” manufacturing strategy.
* Implemented international and domestic marketing and branding campaign strategy and execution.

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

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

Founded Beyond Outside, Inc., operator of beyondbikes.com, beyondwatersports.com & beyondoutside.com. 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 ecommerce, mail-order, brick and mortar specialty retailers. Purchased by Pet’s United, Inc. in 2009 by owners of dog/horse/pets/bike.com.

Key Achievements:

* Accelerated exponential revenue growth utilizing well-executed organic expansion strategy
* Began with no capital and grew into multi-million dollar retail company.
* Deployed cutting-edge e-commerce technology as well as highly efficient inventory management software. Leading to: effective inventory turns, inventory aging strategies and product gross margin analysis and catalog management.
* Implemented systems supporting high-velocity, very low margin shopping transactions – processed 300 to 500 packages per day with efficiency and low error margin.
* Developed purchasing and product acquisitions allowing the company to thrive.
* Established and secured strategic partnerships with vital suppliers and vendors.

**Education**

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

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