

Jesse Bentrup

Operations & Sales Leader | Mentorship-Driven Growth Specialist Circle Pines, MN | 763-639-0874 | jesse.bentrup@bentrupagency.com jessebentrup.github.io/my-resume/

EXECUTIVE SUMMARY

A Value-Focused Leader Who Builds People to Build Profits. I am a decisive and empathetic Operations Leader with over 20 years of experience transforming stagnant departments into high-revenue engines. My career is defined by two simple things: **measurable transformation** and the **long-term development of people**. I specialize in taking a "common sense" look at broken or underperforming systems to find the hidden revenue. Whether it was founding a Farmers Insurance agency and scaling it from zero to **\$1.5M** or overhauling a dealership finance department to grow annual revenue from **\$800K to over \$3M**, I focus on building scalable systems that outlast my own tenure.

As a **Scrum Fundamentals** and **Six Sigma Yellow Belt** certified professional, I combine modern operational frameworks with the "boots-on-the-ground" grit required to lead through high-stress environments—including successfully navigating a non-profit through the COVID-19 pandemic.

My Mentorship & Leadership Philosophy: I've moved past the "commission-only" chase and high-pressure micromanagement. I lead by identifying human bottlenecks and mentoring staff into high-level managers. I am seeking a stable, salaried leadership role where I can offer consistency, "bench strength" development, and a culture-first approach to excellence.

KEY LEADERSHIP PILLARS

- **Operational Scale & Efficiency:** Expert in tripling revenue through process design, Lean methodologies, and CRM optimization (Salesforce, Zoho, LACRM).
 - **The Mentorship Legacy:** A proven track record of developing talent; I build teams that thrive even when I am not in the room.
 - **Strategic Adaptability:** Proficient in P&L management and Agile/Scrum coordination, with a unique ability to pivot strategies during economic or global shifts.
 - **Crisis Resilience:** Experience maintaining organizational stability and securing major commitments during periods of extreme uncertainty.
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PROFESSIONAL EXPERIENCE

Goons 4 Good | Minneapolis–St. Paul, MN *Co-Owner / Event Director* | 2019 – Present

- Co-founded and lead operations for a charitable sports organization, raising **\$100K+** for local causes.
- Developed registration systems, merchandise programs, and tournament technology that streamlined player management and revenue tracking.
- Scales brand growth from a single event to multiple annual tournaments drawing hundreds of participants through strategic branding and logistics.

The Bentrup Agency (Farmers Insurance) | Lino Lakes, MN *Agency Owner / Consultant* | 2017 – 2025

- Founded and scaled a start-up agency from zero to **\$1.5M** in annual premium revenue.
- Designed scalable CRM workflows (Zoho, LACRM) that improved retention and lead conversion.
- Recognized with Blue Vase and Toppers Club awards for top performance and customer satisfaction.
- Mentored successor through a successful sale and ownership transition.

Buerkle Automotive Group | White Bear Lake, MN *Finance & Operations Director* *
Revenue Transformation: Overhauled the finance department's operations, growing annual revenue from **\$800,000 to over \$3 Million.**

- Implemented standardized training systems and cross-department collaboration to optimize the customer journey and product expansion.
- Improved KPI metrics and staff retention by shifting culture toward professional development and transparency.

Centennial Area Education Foundation *President* | 2019 – 2024

- Modernized non-profit operations with financial software and donor database implementations.
- Secured major gifts (\$25K+) and rebranded scholarship programs to align with long-term community needs.

EDUCATION & CERTIFICATIONS

- **Six Sigma Yellow Belt Certified** | ScrumStudy (2025)
- **Scrum Fundamentals Certified (SFC)** | SCRUMstudy (2025)
- **Minnesota State University, Mankato** | Coursework in Social Studies / Pre-Med