

CHIEF EXECUTIVE OFFICER

Executive Leadership - Strategic Planning – Operations – Business Development – New Product Integrations
Investments & Portfolio Management – Venture Capital Start-Ups – Fund Raising – Financial Modeling – P&L

Senior-level executive leader and entrepreneur with twenty years of success. Maximizes investments, portfolios, and business development by developing solution-based strategies, building revenue pipelines, and expanding market share growth. Achieves operational excellence by establishing results-focused objectives and timetables to amplify profitability. Consistently delivers successful outcomes during times of crisis and uncertainty within the most challenging environments.

Serves as a trusted advisor and confidant to executives, management teams, organizational partners, and staff. Inspires the identification of hidden opportunities and the development of innovative solutions by collaborating with key stakeholders. Thrives in an environment focused on customer and client service. Leads and communicates priorities to ensure quality, timeliness, and functionality. Inspires cross-functional and highly engaged teams creating a positive environment to achieve unprecedented results. Additional competencies:

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| - Strategic Relationships | - Contract Negotiations & Closing |
| - Team Development & Leadership | - Brand Strategies & Product Models |
| - Project Management & Implementation | - Data Analysis & Metric Focused Strategies |
| - Problem Solution & Solution Methodologies | - Turnaround Strategies, Profit Growth & Optimization |

ENTREPRENEURIAL VENTURES

Novastone Capital Advisors, Ann Arbor, MI

2022 - Present

Fund of Funds focused on search funds located in Europe and the US.

MANAGING PARTNER – SEARCH FUND 19

Focused on the search and acquisition of small to medium sized businesses in the restaurant industry. The search is focused on strong brands that exhibit exceptional unit economics in the regional quick service restaurant industry.

Covid Rescue Fund, Ann Arbor, MI

2021

A philanthropic crowdfunding grant program with a mission to revive small businesses lost to the pandemic.

CHIEF EXECUTIVE OFFICER & FOUNDER

Assists small businesses to survive the Covid pandemic when they are unable to get government.

- Successfully raised micro-donations for small businesses through Facebook retargeting and drip campaigns.
- Designed an online system for users to vote for their favorite businesses in order to aim grants at desired businesses.

Amherst Fund, Ann Arbor, MI

2006-2020

A family office focused on venture capital investments and structures across equity, subordinated debt, and senior debt in early/late stage companies.

VICE PRESIDENT, OPERATIONS, & FUND ADVISOR

Helped manage a \$20M portfolio across technology, manufacturing, retail, drug discovery, and real estate industries. Managed equity investments up to \$500,000. Executed deal sourcing, term-sheet negotiations, and due diligence. Reported to the Managing Partner.

Espresso Royale, Ann Arbor, MI

2016-2020

A regional coffee roaster and café operator specializing in roasting coffee beans for the Midwest University coffee market.

CHIEF EXECUTIVE OFFICER

Hired to turn around a 30-year-old coffee operation. Directed operational activities of 20+ cafés, a commercial roastery, and three regional bakery commissaries across multiple Midwest college campuses employing 400 staff and generating revenues of \$15 million. Designed product plan strategies. Integrated finance and performance-based compensation plans. Digitized internal systems to optimize efficiencies. Redesigned and remodeled multiple cafés. Reported to the Board of Directors.

- Raised \$2 million for an operational restructuring plan by approaching existing equity holders and pitching a business strategy encompassing new product, comp plans, remodels, lease cancellations, CAPEX, and new tech adoption models.
- Attained \$500,000 in annual cost savings by identifying low-value units and negotiating lease cancellations.
- Secured \$200,000 in café design and build-out funding by pitching a novel concept and negotiating with a major university to include an Espresso Royale-owned café into the existing construction budget of a new engineering building.

- Amplified EBITDA \$120,000, increased margins, significantly capped the equipment budget, and eliminated downside risks by renegotiating university contracts. Contracts encompassed equipment sourcing, maintenance, and custom roasted coffee for university cafes, dining halls, and a catering facility.
- Saved \$100,000 through a 10% reduction in staffing overages by designing a quantitative transaction-based labor targeting model, unifying service levels and payroll costs.
- Achieved a 20% increase in product purchase revenues by implementing a quantitative retailing planogram system.
- Enhanced revenues 10% by refining product offerings, redesigning menu, driving social media traffic, and rebranding website.
- Boosted marketing reach/intelligence by launching digital POS, email, SMS, customer loyalty, and order-ahead technology platforms.
- Established branding initiatives and redesigned corporate culture by launching a corporate-wide store manager training program.

FlockTAG, Ann Arbor, MI

2011-2020

A mobile universal loyalty card network helping small businesses access new customers and increase the spending of existing customers.

CHIEF EXECUTIVE OFFICER & CO-FOUNDER

Launched a venture capital tech start-up aimed at assisting campus merchants to engage with college students. Designed and integrated an aggressive growth plan across the Midwest and into the South. Developed sophisticated data analytics encompassing GPS and buying behavior. Collaborated with university professors and data analytics experts to develop optimized performance models. Cultivated a highly focused team of 20. Reported directly to the Board of Directors.

- Raised \$2.5 million from local venture capital and Angel investors.
- Amplified click-through rates tenfold and discount usage via text and e-mail based on location and purchase history.

Bubble Island, Ann Arbor, MI

2002-2020

A bubble tea cafe providing customers with an array of specialty teas located near the University of Michigan and Michigan State University.

PRESIDENT & CO-FOUNDER

Launched a bubble tea business by raising \$500,000 from SBA lenders and Angel investors. Managed a budget of \$800,000. Built, mentored, and managed a consumer-focused staff of 40.

- Grew revenues to \$1.3 million and 3 Midwest locations across Ann Arbor, East Lansing, and Madison by raising Angel and SBA funding and bootstrapping business to profitability.
- Conceptualized and integrated operations manuals and internal processes to efficiently manage stores across multiple geographies.

EDUCATION & TECHNICAL PROFICIENCIES

University of Michigan, Ann Arbor, MI

Master of Business Administration, Ross School of Business

Bachelor of Science in Mechanical Engineering

HONORS

Crain's, Detroit 40 under 40