



Benjamin Hedlund

Polymathic Leader

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01 Summary

Strategic operator with 15+ years of experience leading construction, operations, and brand environments across consumer, retail, and lifestyle industries. Equally fluent in managing contractors on-site, navigating permitting and budgets, or aligning cross-functional teams across facilities, IT, workplace, and brand. Adept at scaling systems and teams to deliver complex projects on time and on budget, with a clear eye for design, collaboration, and culture.

02 Work

Vice President of Sales & Operations at Oliver Cabell, Los Angeles (Remote)

2022 —> Present

Oversee omnichannel sales and operational strategy for a premium footwear brand during rapid growth.

- Built GTM and operations roadmap; scaled ERP and tech stack to support global growth
- Managed 20+ internal team members and 3 external agencies
- Supported a strategic investment by building a 5-year sales and operations model
- Managed our external retail partner on the design, build and operation of our New York and Los Angeles stores.
- Designed, and sourced trade show fixtures and layouts.

Project Manager at Pacific Solutions Contracting Ltd., Vancouver

2021 —> 2022

Led the launch of the residential division at a leading commercial construction firm, owning project delivery from pre-construction through to closeout.

- Lead the deployment of Procore and developed SOPs to scale operations across divisions
- Managed budget creation, vendor contracts, scheduling, and client relationships
- Projects included high-end residential builds, renovations, and award-winning hospitality spaces (Delara, Lumine Coffee, and more)

Co-Founder & CEO at Mighty, New York

2019 —> 2021

Built a functional beverage company from concept through pre-launch, managing brand, investor, and go-to-market strategy.

- Raised capital at a \$5M pre-launch valuation
- Managed timeline, budgets, and cross-functional execution with agency partners

Project Manager at Coccozza Group, New York

2016 —→ 2017

Delivered multiple high-end retail and fitness build-outs, overseeing full construction lifecycle.

- Worked with top-tier architects and designers including Ken Fulk
- Projects included Michelin-starred restaurant Noda, Bondi Sushi and Orange Theory Fitness

Founder & President at Lines Agency

2013 —→ 2019

Built a globally respected wholesale and experiential agency; launched brands across North America and Asia.

- Delivered collaborative buildouts and showrooms for key brands globally
- Led creative retail activations and coordinated construction of brand environments

General Manager at The Barbarian Agency

2009 —→ 2013

Scaled a boutique fashion agency through operational structure and creative execution.

- Oversaw teams across sales, press, and events
- Managed cross-functional client delivery including retail rollouts and pop-ups

Co-Founder and Operational Partner at H & H Capital Management

2001 —→ 2009

Led real estate development projects including commercial renovations, rural infrastructure, and ground up residential projects.

- Built schedules, budgets, and coordinated teams across field and regulatory stakeholders

03 Education

MBA Candidate at Simon Fraser University, Vancouver

Currently completing an MBA at Simon Fraser University, with a focus on strategic leadership, operations, and sustainable growth in consumer brands

B.A. of Psychology at University of California – Santa Cruz

Graduated with honors in the major, and an emphasis in the interaction between the physical environment, architecture, social behavior and psychology.

04 Etcetera

Procore • Smartsheet • Excel/Sheets • Project Scheduling • Budget Management • RFP/RFQ Execution • Construction Docs • Cross-Functional Leadership • Creative Collaboration • Retail & Workplace Strategy