**Profile**

Strategic business development and marketing executive with extensive experience in sales, negotiating, team-building and operations. Entrepreneurial and innovative, a results-driven leader focused on growth.

**Proven Areas of Expertise**

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| --- | --- |
| Strategic Planning & Organizational Leadership/ Team Building | New Business Development; Expansion Strategy |
| Sales, Marketing & Business Development (B2B & B2C); Negotiating | Manufacturing, Quality Control, Quality Assurance |
| General Management/ Operations Management | IT Steering Committee; M&A Advisory Committee |

**Experience**

**BIXLER, Spin-off: Sporn Co. Inc. (bixlers.com), Montreal, QC, Canada 2017 – Present**

***Co-Founder, Partner, COO***

Strategically positioned BIXLER to disrupt the jewelry, hard goods and licensing industries. Successfully negotiated hundreds of licensing deals, created national brand recognition on a budget; launched as the official UFC Championship Belt and Ring Manufacturer, launched key accounts across North America.

* Identified the opportunity and developed the entirety of the business plan, launch strategy, recruiting plan and successfully executed against it.
* Drove business development initiatives across the organization, seeking out key partners: IMG/ENDEAVOR, SONY PICTURES, CBS, WARNER MUSIC GROUP, LIVE NATION, WWE, UFC, MLB, NHL, NBA, YALE, PRINCETON, CORNELL, BROWN, CAA, PGA TOUR, EUROPEAN FOOTBALL CLUBS, more.
* Implemented and drove all ECOM, brand, marketing and content strategies through internal teams and agencies.
* Formed partnerships and grew sales 90% MoM on leading marketplaces (Amazon.com, Walmart.com, Fanatics.com, Fruugo.com)
* Launched B2B Division and opened 40+ key wholesale accounts through direct sales initiatives.
* Managed P&L; focused on effective business strategies, cash management, maximizing profit, free cash flow analysis, margin control, etc.
* Launched Canadian manufacturing plant; focused on industry-leading Just-in-time (JIT), Rapid Prototyping and Product Development strategies.
* Created and implemented the Operations team, focused on end-to-end customer experience.

**The Sporn Company Inc. NY, VT, MA, NH, VA, QC, Canada 2015 - 2017**

***Executive Vice President***

Entered into an executive role with several key initiatives; launch brands, launch wholesale division, increase marketing department purview while streamlining all business operations across the Northeast and Quebec; 500 employees.

* Participated as key stakeholder in the deal structure and selling-off of 20+ PANDORA store locations (franchise).
* Key stakeholder in 2017 acquisition of America’s Oldest Jeweler; Implemented and Executed Acquisition Strategy alongside the CEO.
* Led post-acquisition implementation with successful restructure;+300% increase in top-line, +90% GM increase, decrease in payroll budget.
* Key stakeholder on acquisition strategy and execution for BIRK’S Manufacturing division in Montreal.
* Influenced business strategies through the management of a P&L with topline revenues of +$70M.
* Founded and drove wholesale division from inception to +$5M in less than 18 months prior to on-boarding wholesale labor force.
* Created, launched and grew the wholesale division through DEVOTION, luxury diamond brand, and private label manufacturing.
* Managed P&L for DEVOTION and wholesale division; launched B2B SaaS model through marketing and IT services for retail jewelers.
* Launched JV Diamond factory in Mumbai, India; product manager for launch and marketing of four US PATENTS for diamond cutting design.
* Led negotiations; entered into strategic partnership with DE BEERS and FOREVERMARK; global network of diamond and jewelry retailers.

***General Manager and Director Business Development* 2012 - 2015**

Joined the US and Canadian jewelry manufacturer and retailer, operating the Perrywinkle’s and PANDORA banners, with a Management Consultant prospectus to enact change and drive results across departments. focus on key ROI/NPV, CAPEX/OPEX, marketing, sales and operational excellence.

* Restructured the retail footprint of the organization through strategic store closures and developing new markets through store expansion.
* Implemented strategic labor-force restructure including the hiring, firing, promotion and demotion of an employee base of 500+.
* Focused on supply and demand chain efficiencies and achieved a +20% decrease in shipping rates for internal shipping locations and converted B2B shipping and distribution center from a cost center to a profit center.
* Streamlined inventories by +15% through varying strategies.
* Restructured marketing department and grew the team from 2 employees to 20 with addition of network of global contractors: asset creation, branding, social media, SEM, blogging, SEO, image rendering, CAD Product Development, backlinking, etc.
* Outpaced competitors and industry amidst significant economic and trade headwinds, realizing robust consolidated gains in same store sales achieving a 13% CAGR between 2012/2014, supported by top performing teams through effective drive-to-store acquisition strategies.

**PRO Analyst, GigaOm, New York City, NY 2011 – 2012**

Clean technology publisher and conference organizer; focus on new technologies and solutions for enterprise and consumers.

* Authored White Papers with selected topics ranging from Home Energy Management Systems to Building Energy Management Systems.
* Regularly quoted as an expert in leading business, technology, and energy publications.
* Entered conference circuit to moderate, lead, and contribute to panels.

**Senior Analyst, Navigant Research, Navigant Consulting (NYSE: NCI), Boulder, CO 2008 – 2011**

Clean technology market research and consulting firm; joined as the first employee of a startup, Pike Research, that was acquired by Navigant Research.

* Contributed to the growth and evolution of Pike Research as a perpetual top-three revenue producing analyst leading up to acquisition.
* Worked in a consulting capacity with Fortune 500 companies; led internal and partner teams, completed projects ranging from one week to six months.
* Authored 100+ page research reports and numerous briefs, creating quantitative models and forecasts, interacting with clients and the press, delivering presentations, and leading consulting engagements.

**Education**

BA College of Arts and Sciences | University of Colorado at Boulder (4-year degree in 2.5 years) **2005 – 2008**