

NCA ENTREPRENEUR

PHILIP BENSON

SEARCH START

July 2023

REGION

United States

LANGUAGES

English, Spanish

25+ Years of
Experience

SELECT EXPERIENCE

- **Zamberlan** – General Manager, premium heritage footwear brand, Made in Italy.
- **L.E.K. Consulting** – Growth strategy consultant, Private Equity advisor.
- **BAX Global** – Transportation and supply chain management operations, corporate finance, and technology.
- **Kimberly-Clark Corporation** – Consumer goods manufacturing, operations, and distribution.

INDUSTRIES

Active Lifestyle consumer goods

(e.g., heritage brands within sporting goods, footwear & apparel, outdoor gear & equipment, fitness, health & wellness, etc.)

EDUCATION

- **MBA**- The Wharton School of UPENN
- **MA**- The Lauder Institute of UPENN
- **BS** - Marquette University



SKILLS

LEADERSHIP

- Over 25 years managing teams in both Fortune 100 corporate and family-owned SME environments.
- Exceptional generalist management experience, spanning finance, operations, strategy, sales, and marketing.
- Deep network within the Active Lifestyle industry built through a reputation of consistent integrity and results.

ENTREPRENEURSHIP

- Developed distribution platform for Active Lifestyle brands, successfully launching six into the North American market over 10 years.
- Led Italian footwear brand into the premium hunting market, taking it from \$0 in sales to nearly 50% of company revenues, while achieving an overall CAGR over 30% for 14 years.

STRATEGY & EXECUTION

- Profound growth strategy toolkit based on analytics and experience, adaptable across a myriad of product categories and brands.
- Deep experience executing plans and successfully achieving expected financial outcomes.



For further information about Philip's Search Fund, please contact: philip.benson@novastone-ca.com