

JOHN HOPKINS

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PROFILE

Driven, innovative, growth-centric executive with extensive experience operating omni-channel consumer and technology businesses. Brand-builder with strong sales, marketing and operational skills to develop and execute revenue growth strategies. Advocate for health/wellness, re-generative agricultural and sustainable food systems. Applied my entrepreneurial skills and passion for healthy-eating to establish Five Way Foods, premium broth brand.

Specialties: Strategic Partnerships. Fundraising. Contract and Deal Negotiation. Branding and Storytelling. Sales Strategy and Go-To-Market. DTC and eCommerce. Retail and Merchandising. Food Safety, Production and Regulatory Compliance. Nutrition & Food Labeling. Data Analytics and KPI's. Hiring and Employee Performance. Thinking out of the box and solving problems.

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

FIVE WAY FOODS, Boston, MA
Founder & President

2016-Present

Producer of awarding winning, better for you and planet, bone and vegetable broths. Defined a CPG category of fresh, nutrient-dense broth used for cooking and drinking as a beverage.

- **Launch:** Started company and built end-to-end functions from recipe formulation, production, supply chain, finance, operations to sales/marketing. Developed brand vision/identity, go to market strategy, customer insight platform and supplier sustainability group.
 - Established omni-channel for growth.
 - Set up distribution network with national and regional providers. Gain entry to supermarkets (Whole Foods, Big Y, Roche Brothers, Eataly), specialty food stores and fish/meat markets. Products used by food service accounts (Compass, Sysco, Harvard, K-12 schools). Sold on marketplaces (Amazon, Faire, What's Good).
 - Led creation of DTC and customer insight platform (Shopify, Hubspot, Mailchimp, OrderGroove, Google Analytics). Collected first party data and used value added content (recipes, nutritional/health information) for retention and reoder. Maintained e-commerce order conversation rate of greater than 50%. Team handled orders in-house from click to e-fulfillment and delightful customer experience.
 - Fueled growth with marketing strategy across social media, search, influencers, retailer promotions, trade shows and product placements.
 - Created supplier stewardship with farms, seafood processors, food companies, retailers, non-profits/gov't agencies that put into action sustainable food practices. Examples of success;
 - Fish Bone Broth used tons of fish bones that otherwise would end up as waste.
 - Turned odd size/scrap vegetables into Veggie Broth.
- **Role:** Hands-on business owner. Managed and motivated a mix of W2, 1099 and temporary team members to achieve highest level of customer service and quality. Developed performance metrics, food safety (HACCP) and regulatory compliance programs.
- **Revenue:** Boot-strapped and grew sales from zero to \$1M+ run rate. Managed team of brokers to secure account entry, merchandise products and build sales volume.

HEXIS CYBER, a KEYW Company (now WatchGuard), Hanover, MD/Newton, MA

2012-2016

Director of Global Channel Sales

Enterprise provider of Incident Response platform and event data warehouse (SIEM) solutions. Manage a global network of cyber security focused partners. Report to VP of WW Sales.

- **Role:** Formulated and launched global channel recruitment with supporting go to market programs. Recruited top security providers (MSSP, VAR and consulting).
 - Signed and on-boarded 34+ partners (Optiv, Guidepoint, Patriot, NTT...).
 - Built multi-million dollar sales pipeline and joint service offerings with each partner. Conducted account development and prospecting campaigns with partner sales teams.
 - Closed company's first partner-led lighthouse accounts for HawkEye G.
- **Revenue:** Instrumental in driving partner channel sales from nearly zero to \$14+M.
 - Closed million dollar license and managed service contracts with Telcom Italia, AT&T, Humana, Comcast and others.
 - Consistent quote attainment:
 - 2015 = 105% on \$14.9M 2014 = 125% on \$13.7M, 2013 = 105% on \$9.2M
- **Acquired:** Channel results achieved were instrumental to position the company (Sensage – columnar database/SIEM provider) for acquisition by KEYW in 2013.

SSH TECTIA, Wellesley, MA

2010-2012

Vice President of Business Development and Channel Sales, Americas

Provider of supported SSH and network security solutions. Developed and executed the Americas channel sales strategy. Reported to COO.

- **Role:** Recruited by COO to revamp sales strategy from direct to omni channel - three tier distribution.
 - Established distribution relationship with SHI, Insight and PCMG.
 - Re-developed NA channel partner sales ecosystem with leading security resellers and systems integrators.
 - Negotiated partnerships and successful business wins including: IBM OEM deal for secure z/OS mainframe, WhiteHat, HP and others.
- **Revenue:** Grew sales to \$2.1M in 2011 while consolidated and optimized sales force.

Earlier Experience:

AXWAY, INC. Phoenix, AZ/Beverly, MA

2007-2010

Director of Business Development, North America

Market leader of managed file transfer, B2B/EDI, network security, and governance solutions. Managed 5 BDM's with an annual quota of \$17.5M. Reported to WW VP of Business Development

webMETHODS (now SOFTWARE AG), Reston, VA/Waltham, MA

2006-2007

Director, Systems Integrator Partners

Enterprise integration and SOA solutions provider to corporate IT organizations. Global sales operational responsibility for GXS, top revenue producing OEM partner. Reported to WW VP of Channels

CAPE CLEAR SOFTWARE (now WORKDAY), Waltham, MA

2004-2006

Director, Strategic Alliances

Provider of Enterprise Service Bus solutions to Fortune 2000 global corporations. Established key alliances with solution providers within the financial services and telecom markets. Reported to President.

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METASERVER, INC., New Haven, CT

2002-2004

Director, Business Development

Start-up focused on Business Process Management solutions for financial services and public sector markets. Reported to President.

VITRIA TECHNOLOGY, Sunnyvale, CA/Boston, MA

1998-2002

Director, Global Alliances

Leading Enterprise Application Integration and SOA platform vendor with thousands of customers. Joined company as one of first field hires, and employee 38. Promoted to positions with increased management, P&L, and revenue generation responsibility. Reported to WW VP of Alliances.

EDUCATION & CERTIFICATES

BABSON - Graduate School of Business, Wellesley MA, **Entrepreneurial and Business Operations Program**

NORTHEASTERN UNIVERSITY, Boston MA, **Bachelor of Science in Business Management**

KEYW - Cyber Leadership training certificate

Pitney Bowes/Xerox, Solutions Selling Skills training certificate.

References Furnished Upon Request