

# JOHN WESLEY THALLER

865.405.7742

wthaller@gmail.com

Mount Pleasant, SC

linkedin.com/in/wes-thaller-30643511



## PROFESSIONAL PROFILE

DYNAMIC PEOPLE LEADER | PASSIONATE PRODUCT DEVELOPER | STEADFAST GROWTH DRIVER

I am an Executive Leader of 20+ years in the prepared foods segment. As a prior business owner, I have enjoyed the opportunity to touch and drive every aspect of a corporation; maximizing profitability, operational excellence, leading the commercial drive, and ensuring world class customer service and quality. My passion is to empower teams to grow and showcase their best on a daily basis. Product innovation and development are my core attributes and pillars of driving sustainable growth and the commercial engine.

## EDUCATION

B.S. BUSINESS  
ADMINISTRATION

University of Tennessee, Knoxville

## PROFESSIONAL SKILLS

P&L Management | Budget Planning  
& Revenue Forecasting

Private Label Brand Manufacturing |  
Co-Packing Management | Lean  
Manufacturing | Continuous  
Improvement | Total Quality  
Management

Regulatory Compliance; FDA - USDA  
- Third Parties | Quality Assurance |  
HACCP Certified

Strategic Hiring & Culture Building

Product Development | Sensory  
Development and Analytics

Packaging Development | Logistics  
Management | Strategic Supplier  
Relationships

Crisis Management |  
Risk Mitigation

Banking & Insurance Relationships |  
Grants & Growth Incentive Programs

Real Estate and Site Development |  
Manufacturing Line Design &  
Engineering

New Customer Acquisition & Revenue  
Generation through Innovation and  
Trusted Partnerships

## WORK EXPERIENCE

**ELEVATION FOODS | MENINO BROTHERS GOURMET FOODS | CAPITOL PEAK PARTNERS**

*Leading culinary innovation in fresh prepared foods at scale*

EXECUTIVE DIRECTOR & GENERAL MANAGER | 2020-PRESENT

Founder run growth business acquired by private equity in 2018; charged with stabilizing the business, developing foundations for future growth in all aspects of the business, preparing for and delivering topline growth and bottom-line EBITDA.

- Stabilized newly acquired organization to prepare for rapid, sustainable top and bottom-line growth
- Enhanced Food Safety, Quality and Customer Service cultures by defining roles, expectations, policies, and protocols
- Implemented KPI tracking and weekly business reviews increasing profitability and plant output while also enhancing quality and customer service
- Facilitated development of capability, traceability, and process through ERP package implementation
- Enhanced commercialization process to successfully and quickly deliver new products to market for rapid topline growth
- Lead development of production innovation to enhance household penetration of products and drive enhanced margins for the organization and customers
- Drove profitability through strategic vendor and raw material position management, scheduling of shifting and crewing against forecast, and ensuring accuracy of production against recipes and bills of materials
- Managed broker network and all direct customer relationships resulting in 40% topline growth

HEAD OF BUSINESS DEVELOPMENT | CORPORATE TRANSITION | 2019-2020

- Successfully transitioned entity ownership and leadership through ensuring stability within operations and with strategic industry partners, suppliers, and customers
- Oversaw the blending of two operations in product lines and capabilities, commercial and industry branding, and cultural unification
- Created new entity stabilization and growth through successfully merging customer portfolios and all sales functions, staff, and contracted agents across two organizations
- Developed core portfolio which leveraged capabilities and efficiencies across organizations
- Managed the commercial segments of the new entity overseeing product development, marketing, sales, and broker management
- Developed strategic vision and long-term goals in conjunction with new organizational ownership

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## END TO END EXPERTISE

Differentiating Innovation  
Product Development  
Sourcing & Procuring  
Sales  
Manufacturing  
Quality Assurance & Safety  
Logistics & Distribution  
Customer Satisfaction

## REFRIGERATED FOODS ASSOCIATION

An organization of manufacturers and suppliers of prepared, refrigerated food products

Board Member - 12 years

Executive Committee (6 years)

-Treasurer (2 years)

-Secretary (2 years)

-Vice President (2 years)

-Industry Development Co-Chair  
(10 years)

## NOTEABLE EXPERIENCE

Multiple ERP System  
Implementations

Consultation in Food, Beverage &  
Packaging Development  
Industries

Advisory Services provided to  
multiple Start-ups

Business Turnaround Expertise

## WORK EXPERIENCE (CONTINUED)

### HOUSE OF THALLER

*Industry leader in co-manufacturing of prepared foods, protein salads, and dips scaling private labeled and emerging brand products for national distribution*

CHIEF EXECUTIVE OFFICER & PRESIDENT | PARTNER | 2016-2019

EXECUTIVE VICE PRESIDENT | PARTNER | 2004-2015

- As the Executive Leader, managed and drove performance in all roles across the organization
- Successfully took the organization to market ultimately closing an acquisition
- Grew the business from \$8MM to \$38MM in annual revenue as the Executive Leader
- In conjunction with a strategic partner, launched and grew a line of retail products to become number two in North American category sales; facilitated the ultimate sale of the brand to private equity
- Oversaw crisis management through product recalls and market withdrawals
- Launched a lean manufacturing program responsible for a 4 x EBITDA growth over a twelve-month period
- Initiated and ran a Total Quality Management initiative that led to increased profitability and growth opportunity into new channels
- Managed a series of building, engineering, and construction projects spanning a six-year period; projects consisted of office complexes, an R&D Center, Dry Warehousing, Manufacturing space, Refrigerated/Freezer storage, Distribution facilities
- Implemented and managed programs, policies, and procedures to gain and maintain "excellent" ratings through a period of regulatory change; compliance ratings exceeded those required by government, third parties and customer regulations
- Built and oversaw the Executive Leadership Team which encompassed Quality, Sales, Finance, Operations, Human Resources, and Supply Chain
- Served as Interim Chief Financial Officer on two occasions for a total of twelve months

DIRECTOR OF SUPPLY CHAIN | 2000-2004

- Managed and carried out duties and responsibilities in the areas of Inbound and Outbound Logistics, Customer Service, Procurement, Production Planning and Management, Quality Assurance, Research and Development
- Served as Facilities Manager overseeing the design and construction of a 45,000 sq. ft. manufacturing facility and custom manufacturing equipment

### REDCREST TECHNOLOGIES

*Developing and engineering custom ERP and CRM software solutions for the food manufacturing, convenient store, health care, financial and customer service industries*

PRESIDENT | FOUNDING PARTNER | 2010-2019

- Conceptualized a custom-tailored ERP and CRM software solution aimed at specific industries at an approachable, cost-effective entry point price
- Managed software design, engineering, and deployment through client partnerships by identifying critical needs
- As the sole operating partner, managed all aspects of day-to-day business in addition to the team of System Architects, Client Deployments and Support Services