

Board Member/Advisor

Achieving operational excellence, promoting organizational development, and driving strategic vision through operations management, business transformation, and team leadership.

Expertise in leveraging leadership skills to direct and train high-performance marketing/sales teams. Demonstrated track record of excellence in directing business operations; driving change and operational excellence; and developing business and finance policies to achieve profit, cost control, sales, growth, and strategic goals. Known for advising staff, creating strategic plans, approving budgets and business decisions, evaluating management, and representing company to stakeholders. Expert at building robust relationships and partnerships and delivering exemplary support to senior management. Adaptable lifelong learner with record of skillfully prioritizing tasks, assuming ownership, solving problems in evolving business landscapes, and thriving in less-structured fast-paced environments. Equipped with communication and leadership skills; committed to continuous improvement with professional excellence.

AREAS OF EXPERTISE

- Organizational Leadership
- Strategic Planning & Execution
- Budget Preparation & Management
- Project Planning & Governance
- Campaign Design & Launch
- Operations Management
- Employee Engagement
- Product Development
- Account Management
- Board Collaboration
- Sales Forecasting
- Customer Satisfaction
- Profit/Revenue Enhancement
- Market Share & Expansion
- Staff Training & Development

PROFESSIONAL EXPERIENCE

Scott's Liquid Gold-Inc., Denver, CO
Chairman of the Board/CEO/President

2000 - 2021

Created value propositions by developing and implementing business plans and strategies. Conveyed win-win solutions for maximum client satisfaction. Gained highest market share via market positioning and effective communications with customers. Delivered strategic business-leadership in all aspects, including marketing, sales, IT, HR, accounting, finance, manufacturing, purchasing, advertising, supply line Management, and key customer contact--Walmart, and Amazon.

- Received rapid promotions to Chairman of the Board position from CEO and from President Position.
- Grew gross margin by 10% while pioneering new consumer brand categories.
- Generated revenue from \$15M to \$40M through strategic planning and execution.
- Enhanced export sales to over \$5M by customizing products and building relationships.
- Demonstrated exemplary performance while delivering services with boards of directors, management committees, and other governing boards.
- Drove business and profit growth by updating policies/procedures in liaison with board members.
- Raised awareness and delivered support by serving as chief spokesperson across public and private sectors.
- Led six brand acquisitions, including Prell Shampoo, Denorex Dandruff Shampoo, Kids N Pet's Stainer Odor and Stain Remover, Messy Pet Cat products, Biz Laundry Additive and Dryel Home Dry Cleaning Kit.

Additional experience as **Vice President of Marketing** at Scott's Liquid Gold-Inc., Denver, CO

EDUCATION