

## Declaration of Intent

---

Here to serve clients and their companies with the highest level of professionalism and expertise.

## Professional Summary and Skills

---

Skilled leader offering 15+ years of experience in diverse organizations and ready to take on challenging new leadership positions. Diligent, forward-thinking and adaptable to dynamic company, client and project needs. Successful in business development and client services by foreseeing and proactively solving problems for seamless client experiences.

- Advanced critical thinking
- Collaborative
- Customer Success
- Design
- Marketing
- Process development
- Project management
- Sales
- Service
- Vision

## Professional Experience

---

**Consultant** 2021 to Present

**A.C.S. - Scottsdale, AZ**

- A.C.S. is an Audio Video Technology integrator serving the luxury residential and commercial markets as well as the State of Arizona.
- Exceeded Deliverables in Q1 of 2022 by 730%
- Cooperating within clients desire to maintain the existing structure, the company's website was redesigned with a focus on UX. Internal surveys show a 95% approval of website improvement.
- Identified a \$210,000 algorithm error within the company's forecasting software.
- Identified \$60,000 in unrealized revenue within a single department.
- Identified and corrected underperforming Ad spend, saving the company \$25,000 annually.
- Instituted software training addressing data entry inefficiencies, saving the company \$3,000 annually.

**President** 2018 to Present

**Ginger Problems, LLC - Henderson, NV**

- Ginger Problems is an online community and e-commerce apparel company centered around individuals with the MC1R gene, also known as redheads.
- Acquired the brand in 2018.
- Established new manufacturing suppliers in Q3 of 2018 to improve Quality Control.
- Aiming for vertical integration, we transitioned fulfillment internally increasing net revenue 8%.
- By redesigning the brands online presence in Q4 of 2018 online sessions increased 124% and achieved a 135% increased conversion rate for the quarter.

**Partner and Business Development Manager for Arizona/Nevada/SoCal** 2016 to Present

**Waterstation Technology – Everett, WA**

- Successfully audited Waterstation Technology for manufacturing efficiencies in 2016.

- Strategically negotiated a pilot program in Arizona with 7/11 which led to the expansion of 125+ distribution locations.
- Managed sales team with in-field supervision and coaching.

### **Credit Consultant**

2014 to 2018

#### **Sunwind Energy LLLP**

- Designed, obtained and partnered in bridge financing for 200MW wind/solar farm in Doyle, KS.
- Developed a comprehensive shareholder exchange for minority stakeholders.
- Collaborated with CEO regarding M&As leading to a successful exit in 2018.

### **Founder and President**

2011 to 2016

#### **Professional Radon and Scoping Services, LLC – Albuquerque, NM**

- Founded in 2011 and sold in 2016.
- Developed a majority market position in 6 months within the state.
- PRSS grew to be the largest company in the U.S. providing in-slab air-duct restoration services.
- Implementing operational efficiencies, gross revenue increased 52% in 2013 and 60% in 2014.
- Achieved a 65% conversion/closing rate.
- Maintained consistent organic growth through referrals credited to superior customer service.
- Licensing included:
  - Radon Testing Provider- NRPP ID 106352RT, Valid through 07/31/2016
  - Radon Mitigation Provider- NRPP ID 107228RMT, Valid through 08/31/2016
  - Duct Armor Licensee- NM2011CK, Valid through 2016.
  - NMREC, Associate Brokers License #49051- Valid 2015, 2016, 2017 and 2018

### **Apprentice**

2011

#### **General Inspectors– Albuquerque, NM**

- Successfully coordinated and inspected over 2,000 residential properties.
- Created proprietary workflow systems increasing annual revenue 10%.
- Interfaced with clients and client representatives to assimilate reports and discern cost benefit analysis.
- Procured technology and tools for increased efficiency and safety.

### **VP/Partner**

2010

#### **Snoasis/Cinnamon Roasted Nuts– Albuquerque, NM**

- Secured commercial equipment financing
- Negotiated exclusive retail lease contracts
- Utilizing strategic marketing the company achieved 100% ROI in 56 days.

### **Lead Server and Trainer**

2007

#### **Landry's– Albuquerque, NM**

- First Server on record in franchise history to have a personal wait list.
- Heavily recruited out of state for fine dining and Michelin leveled restaurants.
- Lead Trainer covering operations and customer service protocols.
- Recruited to corporate management

## **Media Coverage**

---

- Nationally ranked US soccer player in 2001.
- State Champion in Basketball in 2004; game winning shot. Additional coverage in 2006 during senior season.

- Print- Article published by UNM Anderson School of Management:  
<http://bound.unm.edu/2013/04/21/do/> (Hard copy provided upon request.)
- Print- Published author with the 1 Habit Series, Entrepreneurial Success
- Radio- Multiple interviews as a guest on Radio Disney Sports.
- Radio-Interviewed by Debbie Johnson of Johnson & Company Ad Agency in 2013 on 770 KKOB.
- International Model/Talent- Valentino, Armani, (Newsweek, Abercrombie and Fitch, MTV, TBS, FOX)

## Volunteer

---

**HOA Board President** 2020  
**Scottsdale Embassy Condominium Association** - Scottsdale, AZ

**Swing Dance Teacher** 2016 to 2020  
**Various Studios** - Tempe, AZ / San Diego, CA / San Luis Obispo, CA / Las Vegas, NV / Naples, IT

**Basketball Coach,** 2011  
**Sagebrush Community Church** - Albuquerque, NM

## Education

---

**HubSpot Certifications** 2022  
**HubSpot** - Scottsdale, AZ

**Financial Management Certificate** 2007  
**Crown Financial** - Albuquerque, NM

**Associates Certificate** 2007  
**Investools: Options Trading** - Albuquerque, NM

**Focus- Entrepreneurship** 2006  
**CNM Community College** - Albuquerque, NM

**Diploma** 2006  
**La Cueva High School** - Albuquerque, NM

- 3.57 GPA in Honors classes
- Extensive coursework in Business & Management
- Declined Athletic Scholarship to San Jose State University