

Declaration of Intent

I am enthusiastic and optimistic to implement organizational structure and mission focused direction within CC Patio. I believe by cultivating a culture of integrity, transparency and optimism will enable the staff and the brand to scale towards an acquisition while delivering exceptional experiences for clients consistently.

Professional Summary and Skills

Skilled leader offering 14+ 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
- Design
- Marketing
- Process development
- Project management
- Sales
- Vision

Professional Experience

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 members 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

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| HOA Board President Scottsdale Embassy Condominium Association - Scottsdale, AZ | 2020 |
| Swing Dance Teacher Various Studios - Tempe, AZ/ San Diego, CA/ San Luis Obispo, CA/ Las Vegas, NV/ Naples, IT | 2016 to 2020 |
| Basketball Coach, Sagebrush Community Church - Albuquerque, NM | 2011 |

Education

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| Diploma La Cueva High School - Albuquerque, NM <ul style="list-style-type: none">• 3.57 GPA in Honors classes• Extensive coursework in Business & Management• Declined Athletic Scholarships to San Jose State University | 2006 |
| Focus- Entrepreneurship CNM Community College - Albuquerque, NM | 2006 |
| Associates Certificate Investools: Options Trading - Albuquerque, NM | 2007 |
| Financial Management Certificate Crown Financial - Albuquerque, NM | 2007 |