



EXECUTIVE SUMMARY

Results-oriented executive with proven record of leading high-performing teams across public and private companies, private equity, franchises, and non-profits. Skilled in creating and executing measurable strategies that drive growth, optimize efficiency, and reduce costs. Experienced in automation and operational improvement with award-winning outcomes. Dedicated to deliver exceptional client experiences. Decorated U.S. Army Veteran.

KEY SKILLS

Leadership Marketing & Sales	Innovation Technology & AI/ML	Operations Growth Strategy & M&A	Customer Experience Software Engineering	Franchising Private Equity
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EXECUTIVE & FOUNDER EXPERIENCE

TRUVISORY (TECHNOLOGY & CONSULTING FIRM) • Littleton, CO

Founder & Chief Results Officer – Business & Technology Consultant **2018 – Present**

Consult and implement sales/marketing, client experience, and technology strategies in businesses and franchises.

- Led customer experience initiative for **RE/MAX World Headquarters**. Developed business dashboard app. Reduced a client’s 12-person call center wait times from **45 min. to 20 sec.** by redirecting calls to SMS.

AREA 15 VENTURES (PRIVATE EQUITY FIRM & MULTI-BRAND FRANCHISOR) • Castle Rock, CO

President – Chief Technology Officer – Chief of Staff **2022 – 2024**

Accelerated merger and acquisitions with significant growth by leveraging strategic operations and technology.

- Added **500+ Locations** in development in under 2 years. **Doubled Same-Store Sales**. **Zapier award winner**.

MOTTO MORTGAGE PLUS (MULTI-STATE MORTGAGE LENDER/BROKER) • Houston, TX & Denver, CO

Chief Operating Officer – Recognized by Fortune & Great Place to Work **2020 – 2022**

Led operations, training, marketing, and IT for a multi-state correspondent lender/broker with 20 Loan Officers.

- Developed a platform that **Tripled** processor output, enhanced client experience, streamlined communication, and automated marketing. Created pre-approval app. **UWM innovation award winner**.

ENERGIZE COLORADO (COVID RESPONSE LED BY GOVERNOR/TECHSTARS FOUNDER) • Denver, CO

Head of Operations – Chief Operating Officer **2020 – 2021**

Led operations for a 200+ volunteer organization. Spearheaded marketing, technology, partnerships, & workflows.

- **Deployed \$25M in Grants** to small businesses in 9 months. Automated marketing and Slack workflows.

RE/MAX & MOTTO MORTGAGE WORLD HEADQUARTERS (TOP 10 FRANCHISOR) • Denver, CO

Head of Recruiting, Retention, and CX – Business Growth Consultant **2016 – 2018**

Directed multiple teams and operations to develop global strategies, driving corporate and franchise growth.

- Supported the go-to-market strategy for a **\$20M startup** franchise, achieving **100+ franchise sales** in two years. Vetted **\$40M** technology company acquisition. Led design, implementation, go-to-market strategy, adoption, and improvement of marketing initiatives, apps, and SaaS products to a **Network of 120,000+**.

VETERANS OF FOREIGN WARS (VFW) POST 1 (FIRST VFW FOUNDED IN 1899) • Denver, CO

Chief Financial & Information Officer **2013 – 2016**

Accountable for all organization financial matters as well as technology, marketing, recruiting, and compliance.

- Revamped a legacy organization featured in **The New York Times**. Built online application platform.

DO THE BANG THING SALON (PREMIUM HAIR COLOR/CUT SALON) • Denver, CO

Co-Founder & Chief Operating Officer **2011 – 2020**

Led marketing, finance, technology, pricing, and strategy for one of the fastest growing hair salons in Denver.

- **Top 250 Private Companies** to work for by Colorado Biz Magazine. Migrated to an API based POS/CRM.

RICHEZZA CAPITAL, HOLDINGS, & INVESTMENT LTD (MORTGAGE BROKERAGE) • Centennial, CO

Founder & President – Mortgage Originator **2004 – 2007**

Led, managed, and trained a team of 15 residential loan officers and support staff. Managed all technology.

- Leveraged online videos to educate/convert leads before YouTube invented. Centralized origination data.

EDUCATION & MILITARY EXPERIENCE

GALVANIZE • Denver, CO	Software Engineering & Web Developer Immersive	2018 – 2019
UNIVERSITY OF DENVER • Denver, CO	Executive Master of Business Administration 4.0 GPA	2015 – 2018
UNIVERSITY OF DENVER • Denver, CO	Bachelor of Science • Biochemistry & Biology 3.75 GPA	2011 – 2014
UNITED STATES ARMY • Worldwide	Infantry Team Leader & Combat Medic	2007 – 2011