

BOARD MEMBER / ADVISOR

- Corporate Structuring
- Organizational Management
- Strategy
- Branding
- Product Development
- Press Relations
- Press Releases
- Media Strategy
- Social Media Strategy
- Board Search and Placement
- Marketing Strategy
- Advertising Strategy
- Capital Raise Management
- Financial Accounting
- IPO Preparation

CONTACT US FOR PRICING

Analytical and creative hybrid with deep experience in small business growth, creating revenue channels and finance. Passion and natural talent for brand development and long-term strategy. Inspirer of teams. Devourer of analytics. Seer of market conditions and influences that can make or break a company.

EDUCATION

- **MBA** (Strategy and Finance focus) from **Northwestern (Kellogg)**, 2015
- Public Policy and Economics at **Oxford University**, 2000-2002
- **B. Architecture** and **BS in Environmental Planning** from North Carolina State University 2004

SELECTED CAREER HIGHLIGHTS

PE, VC, Finance and Consulting, 2011 to present

- Led the end-to-end business strategy process, from research-based concept design through business case development, assessment and prioritization, to execution and agile development.
- Assessed opportunities through hard data and research to determine client needs for a) positioning b) opportunity c) develop and implement strategies.
- Established and drove a client-centric strategy development model rooted in client insights, market research, and competitive intelligence.
- Partnered with business leaders to develop and deliver strategy and inform the firm's capital allocation to execute upon that strategy
- PORTFOLIO MANAGEMENT: Successfully designed and installed a custom algorithm platform for a private equity investment firm to find underperforming assets and locate opportunities for increased revenue. Successfully increased revenue an average of 335% on the next 3 projects.
- ROLLOUTS: Lead creative strategy and development of B2B brands in Health and Wellness, Food, Product, Education, Real Estate, Fintech, Service and a variety of Mobile Applications.
- GROWTH: Business development lead, including client pitches and identification of new business opportunities and referral sources, development of client strategy for: recruitment, capital infusion, sales and growth.
- ANALYTICS: Formulation of creative strategies and campaigns within well-defined scope to meet client objectives and KPIs. Omni-channel content strategies and insights driven by analytics, trend forecasting, and metrics
- MANAGEMENT: Cross-departmental collaboration to share and utilize enterprise level data across the organization using various technologies. Management and inspiration of multi-disciplinary team of direct reports, contractors, and interns

SELECT PROJECT HIGHLIGHTS

Strategy/Growth Consultant (various industries) 2005-present

- **ACS**, (Co-founder) healthcare tech
- **Sophie's Kitchen**, National Expansion of vegan food products and brand
- **5 Star-Campaigns** (Co-founder) healthcare tech platform with successful sale to DNC
- **Gabazzo** (Chief Strategist) strategy, capital infusion, PR and revenue model
- **Marathon Trading and Investments** (Growth Strategist) 6x increase in sales in 3 months
- **Bentley.io**, strategy, product line expansion and corporate headquarter relocation plan
- **Lock-Down Bar and Grill**, grew from 1 location to 5 in 11 months w/ successful roll-up after
- **Leche-no**, Vegan food company expanding nationally under my supervision

2015-2017 designed, built and financed the most sustainable urban luxury home project in the world.

<https://www.chicagobusiness.com/article/20170620/CRED0701/170629999/ariise-building-sustainable-house-in-lakeview>. The home produced 16 patents currently in some stage of prototype.