

# PIS Executive Profile

Position: Senior Executive Advisor

Location: San Diego, CA

Relocate: ☐ Yes ☒ No ☐ Possibly



CID#: 222768

## EXECUTIVE CANDIDATE PROFILE

*Versatile executive, trusted senior advisor, and business coach to boards, founders, and family business offices. Catalyzes strategic growth and scale across various industries spanning private equity, Web3, cryptocurrency, healthcare/medical devices, government contractors, real estate development, and international retail.*

*Leverages deep cross-functional expertise, keen ability to bring new products and services to market, and strategic planning capabilities, to manage transitions and ignite performance. Sells vision and engages in partnerships to boost exposure and growth while shepherding brand/product development, streamlining operations, and developing marketing channels.*

*Visionary team builder adept at optimizing talent and possessing a master of contextual and situational awareness. Reputation as a change agent, serial innovator, and silo buster.*

### Expertise

Strategic Planning	Operations	Sales & Marketing
Brand Strategy & Execution	Strategic Partnerships	Product Development & Merchandising
Business Development	Digital Marketing Start-Ups	Entrepreneurship Family Business
Board Advisory	Start-Ups	Business & Organizational Development Coaching

### ■ Recognition / Achievements

- *Formulated and launched a blockchain education strategy and attracted/recruited seasoned talent across marketing, real estate, retail and blockchain to deliver programs and serve as subject matter experts.*
- *Pioneered a customizable NFT strategy for brands to employ as a loyalty and/or marketing program that allows for blockchain technology utilization and leverages community building to increase profitability.*
- *Contributed to hundreds of individuals' career development through leadership and mentorship in five-plus industries and maintains many of these relationships today.*
- *Learned five languages through 40 years of experience in customer retail, real estate development, private equity, military and Web3.*

### ■ Education / Designations

- *B.A., Political Science*