

## BRETT HANLEY



### EXECUTIVE LEADER – BRAND STRATEGY & MARKETING

*Entrepreneur ▪ Thought Leader ▪ Marketing ▪ Business Development  
Global B2B/B2C Distribution Development ▪ Sustainability*

#### BOARD BIO

Brett is a senior executive and recognized thought leader in global branding, sales and marketing. He was born and raised in Australia and moved to the U.S. in 1992. He has a hands-on approach to developing international and domestic business for sales and marketing networks, and providing guidance for business to consumer product lines. Brett has managed distribution networks spanning over 80 countries by contracting with in-country distributors with expertise in the local culture, achieving support necessary to ensure an effective partnership and hyper growth. He has aligned networks with best practices and promotion to create voice in the market, creating a global brand that customers believe and trust.

Most recently, Brett was President of Solatube Global Marketing, Inc. in Vancouver, Washington. Solatube Global Marketing provides innovative, sustainable natural lighting solutions, bringing natural lighting into virtually any space and reaching across all corners of the globe. As president, Brett led the growth of distribution to over 80 international markets within Europe, Latin America and The Middle East. He assembled and led cross-functional global sales, marketing and technical teams within residential and commercial/specifier sales channels. He grew a global sales, marketing and installation network to over 80 countries, with 28 country distributors, and over 2000 dealer locations generating \$96M in new export sales. He led the company through a successful acquisition by supplier, resulting in significant return on investment for shareholders.

Previously, as President of Seashell Awnings International, Inc. in Carlsbad, California Brett launched the Australian company in North America. Seashell Awnings International revolutionized the shaded outdoor living area market with unique awnings that created shaded outdoor living areas. Brett led and managed ground up Sales, Marketing, Global Branding, Manufacturing and Distribution in the United States. He established a network of over 70 sales and installation dealers across the United States with inclusive Sales, Marketing and Education programs to support the network. He standardized the product branding and messaging for a global network, creating consistency of voice, look and feel of the entire product line. Brett established local manufacturing of product and streamlined the production process increasing output by 1000%.

Brett began his career as Vice President Sales and Marketing at Solatube Global Marketing, Inc. in Carlsbad, California. As a co-founder he established an international distribution network for a revolutionary new product that created a new product category, and defined new testing and approvals criteria during the infancy of the global sustainability movement. He led a global ground up distribution development resulting in 20 global clients covering 45 countries with an average of 30% sales growth per year. Brett established the Solatube brand in international markets, and implemented global and region-specific marketing campaigns over multiple forms of media.

Brett received his Bachelor of Business Administration (BBA) in International Business and Marketing from the University of San Diego, San Diego, California. As a member of the Entrepreneurs Organization, Brett completed the MIT Sloan School of Management EO/MIT Entrepreneurial Master Program / Birthing of Giants program with an emphasis in Entrepreneurial and Small Business Operations. Brett was awarded Entrepreneur of the Year Award by the Carlsbad Chamber of Commerce in 2008, in the same year he was nominated for the Ernst and Young (EY) Entrepreneur of the Year.

Brett lives in Camas, Washington. When not leading company growth or traveling the world, Brett can be found in the forests and beaches of the Pacific Northwest camping, or at one of Portland's farmers markets searching for inspiration of the next great dish.

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## BOARD ASSETS

### Business Turnarounds / Start Ups

- As co-founder of distribution start up, established an international distribution network for a revolutionary new product category, and defined new testing and approvals criteria during the infancy of the global sustainability movement.
- Led and managed ground up Sales, Marketing, Global Branding, and Manufacturing and Distribution setup in the United States. Partnered with over 70 sales and installation dealers across the United States with inclusive Sales, Marketing, Brand Guidelines, Social Media and Education to support wins in the network.
- Led and oversaw the creation and maintenance of all technical material, product code approvals and certifications for product line in the United States.

### International Sales and Marketing / Distribution

- Grew global brand sales, marketing and installation network to over 80 countries, with 28 country distributors, and over 2000 dealer locations generating \$96M in new export sales.
- Implemented global brand strategy and brand management marketing campaigns for Solatube and its sub brands over multiple forms of media including digital marketing, content marketing, public relations, social media, trade shows, dealer showroom and point of sale promotions.

### Operational Excellence

- Led company through successful acquisition by supplier resulting in 5x EBITA return for Internal Stakeholders in the construction building products industry.
- Established local manufacturing team and streamlined production process expenses, quantitative metrics, KPIs and reporting resulting in increased manufacturing output by 1000%.
- Led global ground up distribution development resulting in 20 global clients covering 46 countries with an average of 30% sales growth per year.

### Board Experience

- Board Director at International Marketing Group LLC serving on Marketing and Strategic Acquisitions committees.
- The Bridge Incubator - Entrepreneur In-house serving as advisory board for local startups in the greater Portland, Oregon / Vancouver, Washington area.
- Seashell International Inc. board participation, operations and strategic development.
- Solatube Global Marketing Inc. Board Secretary and President.
- Entrepreneurs Organization - Ignite Forum Moderator
- Alpha Kappa Psi Professional Business Fraternity - Graduate Chapter Advisor - Iota Tau Chapter