


BRETT HANLEY

CONTACT

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 <https://hyperioglobal.com/>

SKILLS

- B2C e-commerce
- International & Domestic B2B/B2D/B2C/B2G
- Strategic Planning
- New Business Development
- Marketing Strategy
- Business Strategy
- Entrepreneurship
- Operations Management
- Start-ups
- Product Development
- Sustainability

EDUCATION

July 2010

EO | MIT Entrepreneurial Master's Program / Birthing of Giants Entrepreneurial and Small Business Operations

MIT Sloan School of Management, Needham, MA

May 1998

BBA Business Administration, International Business & Marketing University of San Diego, San Diego

With over 25 years of experience in wholesale distribution consulting, sales and marketing programs, and business development, I help companies translate their business goals into reality. Most recently as Managing Director of Nootopia, a leading supplement manufacturer that offers customized nootropic blends for optimal brain performance, I architected transformative initiatives that have increased production output, reduced inventory levels, and enhanced customer satisfaction. Previous key achievements include generating new export sales of \$96M, establishing 28 foreign start-up partners, growing brand distribution to 80+ international markets, and partnering with 70+ sales and installation dealers across the United States.

ACCOMPLISHMENTS

- Entrepreneur of the year 2008 - Carlsbad Chamber of Commerce
- 2008 Ernst & Young Entrepreneur of the Year- Nominee - Ernst & Young

WORK HISTORY

February 2022 - February 2024

Managing Director *Nootopia*, Vancouver, WA

- Increased overall company performance by implementing strategic management initiatives and streamlining operations.
- Implemented transformative initiatives in Nootopia's production processes and reformulation, and meticulously documented scientifically replicable procedures.
- Streamlined our operations, resulting in an impressive 300% increase in production output.
- Achieved a substantial reduction in operating inventory levels by over 50%, spearheading the transition to JIT (just-in-time) manufacturing, which this strategic shift significantly bolstered operational cash flow.
- Streamlined warehouse operations, implementing efficient workflows that led to a remarkable 80% reduction in order processing time.
- Optimization contributed to improving the ship-to-error ratio average to under 0.01%.

January 2018 - February 2022

Principal *Hyperio Global Consulting LLC*, Camas, WA

- Developed strategic distributor partnership to enhance product portfolio and extend networks whilst undertaking development programs through online education programs and training

sessions.

- Set up and align multi-national distribution network for prominent HIIT equipment supplier to new partnership program.
- Headed global distributor sales and marketing programs and strategy, leading to driving profits, building greater brand awareness, and reducing market risk.

January 2012 - October 2017

President Solatube Global Marketing Inc., Vancouver, WA

- 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.
- Initiated Global Distributor Partnership Program as a roadmap to success for aligning distributors to Entrepreneurial leadership activities and creating the voice of the global brand.
- Established online education systems to support multi-time zone, multi-language client base supporting collaboration with external stakeholders for the Solatube brand and its sub brands.
- Led company through successful acquisition by supplier resulting in 5x EBITA return for Internal Stakeholders.

July 2008 - December 2011

President Seashell Awnings International, Inc., Vista, CA

- Boosted performance output by 1000% by implementing strategies for local manufacturing team while streamlining production process, vendors, quantitative analytics, and reporting procedures.
- Designed and led impactful marketing, global branding, manufacturing, and distribution / sales plans; focusing on larger audience to hit annual goals.
- Increased client base by actively partnering with 70+ sales and installation dealers across the US for inclusive sales, direct marketing, brand guidelines, social media, campaign landing pages, and education.
- Identified key growth drivers for business development by leading R&D while managing technical material, product code testing, and certification research for product line in the US.

June 1998 - June 2008

VP, Sales and Marketing Solatube Global Marketing Inc., Carlsbad, CA

- Led global ground up distribution development resulting in 20 global clients covering 46 countries with an average of 30% sales growth per year.
- Established the Solatube brand through adaptation of U.S
- Marketing materials and local Sustainable Business and Innovation (sb & I) content for Europe, Latin America, and The Middle East
- Implementation of global brand strategy and brand management marketing campaigns for Solatube and its sub brands over multiple forms of marketing media including digital marketing, content marketing, public relations (PR), social media, trade shows, dealer showroom and grassroots retail marketing promotions.