

J.J. Brookshire

Accomplishments & Experience

Executive Management

- Director of Integration for \$150 million+ company
- Director of multi-Location Customer Service/Tech Support Teams
- Key Employee in \$77 million IPO
- Publisher of Monthly Subscription/New-stand Distributed Magazine
- Extensive P&L experience (\$20 million+ EBITA)

Sales

- Leading Sales Growth from 4 to 32 million in 2 years
- Managing 80+ Independent Sales Representatives
- Multi Channel Sales Management including E-commerce, Retail, OEM and Wholesale
- Directing Sales through over 10,000 storefronts

Marketing

- Director of Advertising, Trade Show, Packaging and Modular Designs
- Planning and Execution of \$16 million+ Marketing Budget
- Multiple Product Placements in Media Outlets to Include network television
- Accomplished Guest Speaker/Presenter in Large and Small Group Environments
- Director of Multi-Episode, Multi-Season Television Show

Operations

- Barcode Planning
- International & Domestic Sourcing
- Development of Direct-Ship Platform Servicing National Accounts
- Quality Control Management
- Direction of the Integration of ERP, EDI and Customer Specific POS software

Military

- Senior Operations NCO
- Special Missions NCO
- Career Counselor
- Area Leader
- Counter-Intelligence Agent (Airborne)
- Recruiter (Ring Award)
- Weapons and Tactics Instructor
- Court Reporter & Legal NCO (Instructor)

Non-Profit/Volunteer Experience

- President of Protective Eyewear Certification Council
- Chairman of ASTM Subcommittee F08.24
- Knights of Columbus - 4th Degree and Past Grand Knight
- Member of ASTM Subcommittee F08.57
- Deputy Voting Registrar
- Precinct Chair & State Delegate
- American Legion and Veterans of Foreign Wars (lifetime member)

Additional Experience/Training/Skill-Set

- Election Judge
- Captain of National Championship Team
- Grok, CoPilot, Gemini, MS Office, Visio & Project and Adobe Acrobat, Illustrator & PhotoShop
- Website Development and Management
- Security Clearance (US Army)
- Contract Officer Representative (US Army)
- Information Systems Security Officer (US Army)
- Ellis County Appraisal Review Board Panelist

J.J. Brookshire

Employment History

2024-Present	Owner & Managing Partner	JJ Brookshire, LLC, Midlothian, TX
1983-2025	Various Assignments	United States Army & Army Reserve
2007-2009	Consultant	The Brookshire Co., LLC, Mullica Hill, NJ
2006-2007	Director of Nat. Accts, Customer Care & Integration	Kee Action Sports (formerly National Paintball Supply), Mantua, NJ
2003-2006	Director of Business Development	National Paintball Supply, Mantua, NJ
2001-2003	Consultant	The Brookshire Co., LLC, Rogers, AR
2000-2001	Vice President – Sales & Marketing	Airgun Designs, Wheeling, IL
1995-2000	Director of Business Development	Brass Eagle, Rogers, AR
1992-1995	Sales Manager, Marketing Director & Publisher	National Paintball Supply, Greenville, SC
1987-1992	Recruiter	United States Army, Tuscaloosa, AL
1983-1987	Legal Investigator	Long, Black & Gaston, Greenville, SC

Education

2024	Lean Six Sigma – Blackbelt	US Army
2024	Interdisciplinary Studies with Concentration in Marketing & Political Science	Liberty University, Lynchburg, VA
2003	Lean Six Sigma – Greenbelt	Villanova University, Philadelphia, PA
1991	Business Administration	Liberty University, Lynchburg, VA

References

Available on request.