

## Todd Hanna – Founder & Managing Director



Todd Hanna, the Founder and Managing Director of Hoplon Equity Partners, LLC, is a successful, mission-driven, innovative leader, operator, and military veteran with over 30 years of experience helping companies develop strategy and direction, execute with clarity and excellence, implement change, exceed goals, and improve culture. Known for an ability to think strategically and execute in a focused manner, Todd's leadership and management experience spans a variety of industries (Consumer Package Goods, Venture Capital, Real Estate, Construction, Manufacturing, Financial Services, and Non-Profit), various stages (start-up, scaling, and mature), and multiple sizes/complexity of companies (10-200+ employees and \$1,000,000-\$40,000,000 in budget/revenue, 1-10+ business units).

In addition to his significant experience leading and managing people, Todd has also successfully led and managed multiple departments including operations, finance, sales, product, marketing, human resources, logistics, supply chain/procurement, risk management, and legal. Across the organizations he has led, he has been responsible for the design, implementation, and improvement of operational, financial, and technological processes that have led to increased productivity and efficiency, decreased costs, and increased revenue. He has experience leading organizations in mergers & acquisitions, corporate restructuring, growth, and divestiture.

In addition to his corporate experience, Todd served on active duty as an officer in the United States Marine Corps from 2002-2008, including two combat tours in Iraq and participation in Operation Unified Assistance (Indonesia Tsunami Relief). During his service, Todd served as a Logistics Officer in an infantry battalion and volunteered to serve as an embedded Marine Advisor to the Iraqi army in Al Anbar Province. During his service, Todd received multiple awards & commendations, and was formally recognized as

*"A compassionate, empathetic mentor who demands excellence from his subordinates; the results he garners in every endeavor are noteworthy. "*

*"One who has proven time and again that he can accomplish any mission that he is tasked with."*

*"Extremely versatile, intelligent, and flexible leader of Marines that will perform any task assigned to him in a timely and exceptional manner."*

In his personal time, Todd enjoys all things outdoors, having backpacked, climbed, paddled, and biked all over the country. Todd is a graduate of the National Outdoor Leadership School and is a former Outward Bound instructor for veteran programs. He is the 2012 winner of an "Austin Under 40" Award and is a frequent public speaker and emcee. He has given numerous talks on Leadership, Service, Following your passion(s), Mentoring, Military & Veteran Experiences, Nonprofit management, and Outdoor Adventure.

Todd lives in Jackson, Wyoming with his wife Mari Allan. Todd and Mari Allan have two sons, both of whom are in college pursuing their own adventures and passions.

**Recent leadership roles and accomplishments during Todd's career include:**

**COO of Vertical Harvest, Inc.**, a company that operates a scaling network of urban, vertical farms across the country. As COO, Todd was directly responsible for the leadership and management of all operations, revenue, infrastructure, system/process implementation, operational finance & accounting, sustainability & impact, risk management, and human resources. Additionally, he oversaw the company's R&D facility in Wyoming and supported the construction and launch of the company's newest facility, a 60,000 square-foot farm in Westbrook, Maine.

**COO of Orion Companies**, the majority and/or sole owner of 10 construction-related businesses. In his role, Todd was responsible for working with the CEO to set overall corporate strategy, overseeing the execution of that strategy, and ensuring the financial, operational, and cultural success of each company and employee with the Orion Companies portfolio. As COO, Todd was directly responsible for the operational and financial performance of eight Orion companies (\$20,000,000+ in annual revenue, 200+ employees). Through a company-wide restructuring, optimization of existing systems and implementation of new technology and processes to reduce overhead and increase efficiency, Todd was able to increase revenue and profitability across all companies. Along with operational improvements, during his tenure, Todd led the merger of several companies, the reorganization/restructuring of several companies, and the relocation of several companies. He also performed due diligence on potential acquisitions. Todd also led the design and implementation of a comprehensive performance evaluation system, implementation of division-wide values and expectations, and implementation of improved budgeting and financial reporting. He was also responsible for Orion Companies' Human Resources department.

**CEO of Kate's Real Food**, a nationally distributed, organic energy bar company. During his tenure, Todd led the company through major strategic initiatives including a complete organizational restructure, a complete rebrand and repackaging effort, introduction of new flavors, standardization of all product sizes, and 100% organic certification. Under his leadership, the company reduced unit cost of goods sold by 30%, tripled overall production capacity, tripled its social media following, and implemented a company-wide, incentive-based compensation plan based on individual and shared metrics. Todd led the improvement of risk management and food safety procedures, developed comprehensive HR policies & procedures, implemented technology upgrades across all departments and developed company-wide KPI's and reporting. During his tenure, online sales increased 90%, direct wholesale sales increased nearly 80%, and Amazon sales increased 300%, and employee satisfaction reached an average score of 9.5 out of 10.

**President of Aquila Commercial**, a full-service commercial real estate brokerage and construction project management firm in Austin. As President of Aquila Commercial, Todd led the company's day-to-day operations and management of 70+ employees. He also oversaw the company's business development activities. During his tenure, Todd designed & implemented new systems & processes to improve corporate culture, decrease costs, increase revenue, clarify roles/responsibilities and create efficiencies (financial and operational). He also led the implementation of new CRM system, including migration of all company data, training, and transition planning. Under his leadership, Aquila was named one of Austin's top 10 "Best Places to Work" and among Austin's "Fast 50" companies (mid-size).

**Captain, United States Marine Corps.** During his service, Todd was responsible for the training and welfare of 40-400 Marines. Assigned to an infantry battalion, Todd led the coordination of all transportation issues, needs, equipment and personnel including combat convoy operations, maintenance, re-supply operations, logistics, and training required to achieve mission success. Todd managed a multi-million-dollar inventory of 70+ vehicles and miscellaneous equipment. He personally led convoys and resupply missions during combat operations in Babil Province and Al Anbar Province, Iraq. During his service, Todd also participated in “Operation Unified Assistance” where he led humanitarian logistics operations in response to an Indonesian Tsunami. Todd also served as a forward deployed, embedded advisor to the Iraqi Army where he oversaw the training, mentoring and coaching of Iraqi units in all aspects of leadership, combat operations, and logistics.

**Founder and Principal of Belay On Advisors,** an organizational consulting firm focused on helping companies and organizations measurably improve performance in the areas of leadership, strategy, execution, and culture. As a consultant Todd worked with numerous clients across multiple industries at the operational and board level(s). Areas of client improvement under Todd’s guidance included sales/marketing, fundraising, employee engagement, strategy design & execution, board development, mergers/acquisitions, change management, financial & operational improvement, and performance management.

**Venture Partner at ATX Seed Ventures** (an early-stage venture capital fund created by expert entrepreneurs serving emerging entrepreneurs). As a venture partner, Todd assisted the General Partner in raising a \$15,000,000 investment fund, due diligence of portfolio companies, investor relations, and internal system/process design.

**V.P. of Sales, Marketing, and Business Development at Teton Science Schools,** an educational institution consisting of 7 divisions and 150+ employees. During his tenure at Teton Science Schools, Todd led the creation and execution of numerous new marketing initiatives, implemented new branding efforts, created a crisis communications plan, created a centralized reservations department, and was responsible for \$3,000,000+ in annual fundraising. In addition, he created and managed the Operational Management Team, an organization-wide cross-programmatic leadership/management team. He was a member of the executive leadership team and during his tenure, also oversaw the organization’s Wildlife Expeditions business unit, and served as the organization’s interim CFO. He also oversaw the execution of the merger/acquisition of a new business unit.

**Co-Founder and President/CEO of Explore Austin,** a nonprofit dedicated to changing the lives of underserved youth through mentoring and outdoor adventure. During his tenure, Todd developed and implemented a strategic vision and mission, increased annual fundraising revenue 800%, grew the number of participants 5x, designed and implemented programming, developed and implemented financial and operational systems and processes, and developed and implemented a comprehensive risk management program. Under his leadership Explore Austin received the “Learning In Action” Award from Greenlights for Nonprofit Success, the “Capital of Texas Award” by the Greater Austin Hispanic Chamber of Commerce, and the “John Covert Watson Award For Vision” from the Children In Nature Collaborative of Austin.

**Board member of Davos Brands**, an importer and marketer of luxury wines, spirits, and sakes. During his tenure the Davos Brands premium portfolio was composed of TY KU Sake, Aviation American Gin, Sombra Mezcal, and Astral Tequila. In addition to significant sales growth of its existing portfolio, during Todd's tenure, the company completed the strategic acquisition of Aviation Gin.

**Todd has served on and led numerous non-profit boards throughout his career.** These include Explore Austin, Jackson Hole Community School, The Art Association of Jackson Hole, Trinity Episcopal School, The American Red Cross of Central Texas, Songwriting With Soldiers, Aware Awake Alive, The Seton Forum, & Good Shepherd Episcopal School. In addition, he served as the Co-Chairman of the Children in Nature Collaborative of Austin and was a member of The Nature Conservancy's Conservation Council. Todd is the 2012 winner of an "Austin Under 40" Award, is a graduate of the National Outdoor Leadership School and is a former Outward Bound Veteran Instructor. creation, and more.