



RETAIL COLLECTIVE

PLAYBOOK

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Retail Collective brings together a collaborative group of seasoned retail CEOs leading companies with over \$20 million in annual revenue.

FOUNDED BY: JEREMY BROCKBANK

Jeremy Brockbank, Founder and CEO of Volcanic Retail, is at the forefront of innovative retail strategy and brand development. The former CEO and Co-Owner of Ant Hill from 2012 to 2020, successfully transformed the company from a single brand into a diverse and profitable enterprise, maintaining an impressive track record of profitability for 113 straight months.



His remarkable journey in the business world began at GOAL ZERO, where he served as the only Senior Account Manager and was instrumental in growing the brand into the fastest-growing company on the Inc 5000 list, with a growth rate of 17,000%. His strategic partnerships with major retailers like Target, Lowes, Office Depot, Home Depot, Walmart, and Best Buy played a pivotal role in this achievement.

Jeremy co-owned Spatty, a highly successful Shark Tank brand, and served as President and Chief Strategy Officer of a company backed by Mark Cuban on Shark Tank. With a talent for innovation, he has developed over 500 retail brands worldwide, along with inventing and patenting multiple product lines. His influence in the retail sector is widely acknowledged, making him one of the most influential retail buyer influencers in the United States.

Jeremy was a Marketing Professor at the UVU School of Business and worked as an external consultant for Canvas FRG/Point 72 Private Equity, one of the largest private equity firms in the world. His business acumen is further evidenced by his international experience, having worked in over 30 countries across four continents. Jeremy's expertise and achievements have been published across media outlets like Business Rockstars, WGN Chicago, KTLA Los Angeles, Drug Store News, Los Angeles Times, and NBC's KSL 5.

Jeremy's educational background includes a Master of Education from the University of Oklahoma. He has also collaborated with renowned entrepreneur Lori Grenier and serves on the Advisory Board for Silicon Slopes. As the Founder and CEO of Volcanic Retail, Jeremy Brockbank continues to be a driving force in the world of retail and brand development.



RETAIL WAR GAMES

Inside conversations with the nation's leading brands

WHAT IT IS:

Exclusive interviews with top founders and CEOs behind Utah's most recognizable and emerging retail brands.



WHY IT MATTERS:

Real conversations. Actionable insights. Honest takes on what's working—and what's not—in today's retail landscape.

YOU'LL HEAR ABOUT

- Growing and scaling retail brands
- Navigating retail distribution
- Operations, marketing, and go-to-market lessons
- Mistakes made and how they recovered



SCAN HERE

For features or sponsorships,
email jeremy.brockbank@brandsrising.io.



AARON HENNINGS

**CO-FOUNDER
STANCE SOCKS**

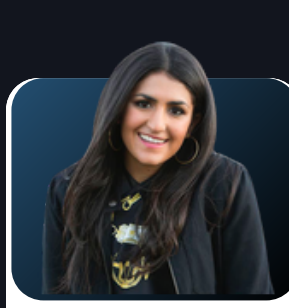
Aaron Hennings is a creative professional, brand strategist and entrepreneur focusing on apparel and consumer goods. He is known for his role as a founding partner and Creative Director at Stance, a venture capital backed socks and apparel brand with innovative designs and brand storytelling. His extensive background also includes experience as a creative director and product designer in the sportswear industry at Billabong, applying his passion for creativity and sustainability to craft compelling brand narratives and products to drive consumer engagement. With experience in content creation, product development and marketing, Hennings also serves as a brand manager, creative consultant and board member to independent projects in apparel, footwear, youth lifestyle and CPG industries. Aaron's Expertise is generating value through business strategy and creative execution with over 20 yrs of experience in the active lifestyle space.



ALEX BEAN

**MANAGING PARTNER
TANDEM VENTURES**

Alex Bean is a managing partner at Tandem Ventures, an investment group focused on leveraging operator experience to drive investments in promising startups. Before Tandem Ventures, Alex co-founded Divvy, a revolutionary business expense and budget management platform. Under his guidance, Divvy experienced meteoric growth, leading to an impressive \$2.5 billion exit. Originally from Seattle, Alex lives in Highland, Utah with his family. Alex has been married to his wife Megan for 17 years, and they have four children, two girls, and two boys. Alex enjoys playing golf, pickleball, skiing, and spending time with his family and friends.



AMELIA N MAZLOOM

**VICE PRESIDENT
INVESTOR RELATIONS
ICR**

Amelia Mazloom is Vice President of Investor Relations at ICR Inc., one of North America's largest independent communications and advisory firms. She specializes in developing strategic investor narratives and managing financial communications for clients across the REITs and Business and Professional Services sectors. Since joining ICR in 2022, Amelia has led initiatives to enhance client service offerings through innovative AI solutions and spearheaded the firm's involvement with the National Investor Relations Institute (NIRI). She holds a B.A. from Boston College with a double major in Perspectives and Psychology, and a concentration in Finance. Outside of the office, Amelia is an avid skier who enjoys both resort and backcountry terrain, especially across Utah's infamous mountains. She remains dedicated to philanthropy, having founded a legacy fundraising gala for St. Jude Children's Research Hospital that raised over \$500,000 to date.



ANDY STROMAN

**CO-OWNER
RIDGEMONT**

Andy Stroman is a master of outdoor brands, co-owning Grand Trunk and Ridgemont Footwear. His adventure in the outdoor gear world began when he founded CampSaver.com during his time at Utah State University. Despite his impressive résumé, Andy has yet to pen a book—mainly because he claims not to possess the IQ for it (his words, not ours). If he had his way, he'd be off sailing the world again instead of pretending to care about writing bios.



ANDREW YAFFE

**CEO
DUDE PERFECT**

COMING SOON



ANNA NELSON

**VOLCANIC RETAIL
RETAIL COLLECTIVE
RETAIL WAR GAMES**

Anna Nelson has spent the last two years at Volcanic Retail, where she specializes in sales strategy, marketing campaigns, and brand development for emerging and established retail brands. In addition to her work at Volcanic, she plays a key role in planning and coordinating events for Retail Collective, a separate initiative that brings together leaders and innovators in the retail space for high-impact networking and thought leadership. Her professional background also includes experience in social media management and customer success, giving her a well-rounded understanding of the full customer journey. Outside of work, she is a certified group fitness instructor, teaching early-morning classes and inspiring others to live active, healthy lives. She lives with her husband and enjoys staying active and engaged in her community.



ARIAN LEWIS

**CEO | CO FOUNDER
KILN**

Arian Lewis is the CEO and Co-Founder of Kiln (kiln.com) which currently serves over 5,000 members in 15 locations spread across the U.S. West. Prior to starting Kiln, Arian led the creation of a global coworking brand for Barclays Plc. called Rise with locations in London, Manchester, NYC, Tel Aviv, Mumbai, Cape Town, and Vilnius. He holds an MBA from Oxford University and a B.A. from BYU.



ARTHUR NEWELL

**EXECUTIVE VICE
PRESIDENT
ZIONS BANK**

Arthur E. Newell is an Executive Vice President and the Senior Regional Director of Commercial Banking International Banking for Zions Bank. Arthur has assisted individuals and businesses with their commercial, treasury, and real estate banking needs for many years. In addition, Arthur is involved with many community service opportunities, particularly centered around education. He serves as Board Chair for my529/Utah Educational Savings Plan. He is also a board member for the Utah Waterways Board. He also served on the Utah Board of Higher Education, chairing the Finance & Facilities Committee and the Education Committee. Arthur has served as a board member for the Utah Colleges of Technical Education, Mountainland Technical College, Alpine School District Foundation, and the Utah Valley Chamber of Commerce. Some of his interests include mountain biking, skiing, singing with the Tabernacle Choir, golfing, and reading. He and his wife enjoy spending time with their 3 children, 2 in-laws, and 3 grandkids.



CHRIS WILLIS

**CHIEF DESIGN OFFICER
DOMO**

As Domo's chief design officer and futurist, Chris' hyper focus on combining data, technology and emerging trends in innovative ways helps to make Domo an indispensable platform for its customers. He has nearly three decades of design leadership experience in web, mobile and data visualization. And as one of Domo's earliest employees, he's involved in every aspect – from initial design, strategy and execution – of building and developing solutions that solve even the most complex problems faced by customers.

Prior to Domo, Chris co-founded HOUR Detroit magazine and Footnote.com (now Fold3.com), which was acquired by Ancestry.com for \$27 million. Before moving into technology, he was an award-winning illustrator, journalist and author with multiple published works to his name. He's also a [member](#) of the Forbes Tech Council.



ASHLEY SIMMONS

**CEO
SODABEERS**

Ashley Simmons is the CEO of SodaBeers craft soda company, best known for their prized Apple Beer. Ashley had the pleasure of working for her father and SodaBeers founder, Larry Stillman, for 20 years. Ashley carries her father's legacy forward as she leads SodaBeers, a women-owned, family-owned business, where she seeks to grow the brand's product offerings and make it available in more locations. Under Ashley's leadership, SodaBeers has won many accolades, including winning Utah's best beverage 14 times and Utah's best product in 2020. Ashley recently completed the Goldman Sachs 10K Business Program and was a keynote speaker at Governor Spencer Cox's One Utah Summit in 2023. Ashley got her degree in landscape architecture and environmental planning. She worked as a designer for an architecture firm until one fateful day when she casually said to her father, "you know, your Apple Beer packaging is the wrong color." From that point forward, Ashley was put in charge of all SodaBeers packaging and artwork, which she still oversees today. When she isn't sampling craft sodas, you will find Ashley spending her free time with her husband, three teenagers, and two dogs.



ADAM SIDWELL

**FOUNDER
FUTURE HOUSE
STUDIOS**

A storyteller, technologist, and entrepreneur with expertise in multiple mediums, Adam Sidwell is Founder and Creative Director at the Future House family of companies. Future House Studios and Future House Publishing work together to develop creative content for games, virtual reality, animation, interactive entertainment, books, film, television, and more.

As CEO of Future House Publishing, Adam built the company from the ground up as a storytelling machine, acquiring licensed properties and creating original content. He crafted the creative vision and directed the overall design for Future House's titles, a unique blend of Science Fiction, Fantasy and Children's books. Future House titles are regularly considered by major film and television studios for development.



BAILEE MERRILL

**MANAGING EDITOR
UTAH VALLEY
BUSINESSQ**

Bailee Merrill is the Managing Editor of Utah Valley BusinessQ, where she tells the stories of local entrepreneurs, CEOs and other business legends. When she's not at work, you can find her finishing yet another book or taking care of her house plants.



BARRETT EDGINGTON

**INVESTOR
SIGNAL PEAK
VENTURES**

Barrett Edgington is an investor with Signal Peak Ventures, a SaaS-focused VC firm leading Series A rounds. Prior to Signal Peak, he held roles in various industries and functional areas including the NFL, Square 1 Bank, Peterson Ventures, BloomReach, Deloitte Consulting, and NBC Universal. Barrett has an MBA and BS in Strategy from BYU.



BEN CAPELL

**MANAGING DIRECTOR
PETERSON VENTURES**

Seed stage investor, sounding board and partner to entrepreneurs.



BEN LONSDALE

**DIRECTOR OF
BUSINESS
DEVELOPMENT
TANNER LLC**

At Tanner LLC, I specialize in building strategic partnerships that drive innovation and growth across business functions. I also lead Tanner's Business Development Academy, where I guide a cohort of employees to develop meaningful community engagement and enhance their ability to build deeper, lasting connections. With over 20 years of experience in professional sales and executive management, my approach is centered on delivering measurable value through data-driven strategies and personalized relationship-building.



BEN PERKINS

**FOUNDER
& COLLAR**

Ben founded his company at UVU, creating a revolutionary dress shirt line. His involvement with the Entrepreneurship Institute led to numerous pitch competitions, which provided funding for the growing business. It was at UVU that the initial marketing videos were produced, creating a brand that continues to create entertaining and informative marketing content. &Collar has run two successful Kickstarter campaigns and now manufactures its products all over the world. Ben had two tips for aspiring entrepreneurs: build a good team, and set specific objectives. Specifically, he suggested that entrepreneurs hire better than themselves and for specific needs, and that specific metric goals lead to specific results.



BILL STRICKLAND

**CEO
MEYERS MANX**

Bill Strickland is a seasoned executive and automotive engineer, responsible for delivering more than a dozen production vehicles to market. He has more than 25 years of expertise in developing and delivering business plans, leading technical and engineering teams as well as automotive program management – at global auto companies and start-ups alike. Strickland has been Chief Executive Officer of Meyers Manx since April 2024 – following a year-long stint as the company's Chief Financial Officer. Prior to that, Strickland founded a real estate business, co-founded Canoo in 2017 and served as Faraday Future's Vehicle Line Executive. From 2003 through 2016, he led a number of teams in Manufacturing, Product Engineering and Program Management at Ford Motor Company. He served as Chief Program Engineer for the Ford Fusion – the company's best-selling sedan at the time. In this position, he was responsible for developing holistic vehicle content targets, timing and program execution. He also managed launches of the Ford Explorer, Taurus, Lincoln MKS, Ford's Police Interceptor sedan and Police Utility Vehicle and was responsible for the design and release activity for the Ford Edge's braking system. Strickland started his career as a Systems Engineer at Haldex, then moved to a Brake System Engineering role at Chrysler. He received his MBA from University of Michigan's Stephen M. Ross School of Business in 2003 as well as bachelor's and master's degrees in Engineering from Auburn University.



BLAKE STILLMAN

**DIRECTOR, STRATEGIC
SOLUTIONS
O.C. TANNER**

Sales professional experienced in proposal management, persuasive and technical writing, content management, sourcing and sales enablement systems, brand positioning, competitive analysis, and opportunity qualification. Specialist in SaaS applications.



BRAD LUNT

**OWNER
GOAT GUNS**

Neighbor of Jeremys, owner of GoatGuns which are miniature diecast gun models. Father to three awesome kids and love to get out and have a little fun.



BRADY EDWARDS

**DIRECTOR OF VIDEO
PRODUCTION
FMR MR. BEAST**

Brady Edwards is a visionary in the world of digital media, known for helping creators and brands tell stories that resonate on a massive scale. As the Video Director for MrBeast, Brady played an essential role in the channel's explosive growth from 25 million to 75 million subscribers, contributing to over 9 billion views and elevating MrBeast as a household name in online content. Previously collaborating with renowned influencers like Tanner Fox, Shonduras, and Spacestation Gaming, Brady brings an instinct for what captivates audiences and an expertise in building loyal, engaged communities. Today, as the Founder and CEO of BIGGEST AGENCY, Brady empowers creators and brands to tell better stories by blending authentic storytelling with strategic content development. Brady equips his clients to stand out in an ever-crowded media landscape, using his battle-hardened approaches and insights. "Content" isn't just about creating viral moments; it's about helping clients craft narratives that build trust, drive engagement, and elevate brand authority. As a speaker, Brady brings a fresh perspective on how thoughtful storytelling can elevate a brand, foster community, and make a real impact in a crowded digital landscape. With Brady, brands don't just tell stories—they Think BIGGEST in every message they share.



BRADY HOGGAN

**CHIEF REVENUE
OFFICER
LION ENERGY**

Brady Hoggan brings over 20 years of experience in sales and operations management to Lion Energy as the Chief Revenue Officer. Brady has spent most of his career in the energy space, working in both the renewable and oil & gas sectors. He has a track record for helping companies realize tremendous growth and scaling in a sustainable manner. Brady oversees all sales and marketing activities within the organization. He has a BA in both Finance and Economics from Utah State University and an MBA from Weber State University.



**BRANDON
DELGROSSO**

**CO-FOUNDER
KILANI**

Brandon Delgrosso is a seasoned executive with 20 years of experience in eCommerce and product development. He was the CEO of Doba, a dropship marketplace and platform solving real-time product inventory and data exchange challenges between suppliers, distributors and merchants. After a successful merger with Made-in-China.com, his experience expanded into product sourcing by helping connect merchants with factory direct manufacturers. In addition to his leadership in the tech and sourcing space, Brandon served as President of Pattern Ventures, a consumer brand incubator specializing in M&A, product development, and strategic joint ventures. His work contributed to the successful launch of KONG Box, THE subscription box for dog lovers. Most recently, Brandon and his wife co-founded K'iani, the innovative brand behind the popular "hair-tie bracelet," designed to eliminate the era of boring black hair ties.



BRANDON DOYLE

**FOUNDER
WALLAROO MEDIA**

Brandon Doyle is the founder of Wallaroo Media – a full service digital advertising agency based here in Utah. Brandon is also an active angel investor in a variety of verticals. Brandon is married with four children, loves to travel, play sports, and chat new ideas!



BRANDON FUGAL

**CHAIRMAN | FOUNDER
COLLIERS**

Brandon Fugal is a nationally recognized business leader, venture capitalist and philanthropist, previous EY Entrepreneur of the Year (Western Region) and is chairman and co-owner of the International offices of Colliers International. Fugal currently represents some of the most prominent office projects and companies in Utah. Notable developments include University Place, Innovation Pointe, Grove Tower, Mountain View Village, Falcon Hill & Millrock Park, along with large campus build to suits for Zions Bancorporation and Mountain America Credit Union. Brandon currently serves on the board of the 47G (Utah Aerospace & Defense), Junior Achievement, Thanksgiving Point and the board of trustees of Utah Symphony | Utah Opera. He is also board president of the Woodbury School of Business at Utah Valley University.



BRENDA BETTERIDGE

**BUSINESS
DEVELOPMENT
UVU**

Brenda Betteridge is a dynamic professional with over 20 years of experience in business development, event planning, and strategic program management. As a Business Development and Program Manager at Utah Valley University, she excels in building partnerships and helping clients maximize UVU's Professional Education programs. Brenda has led high-profile events, developed engaging programs, and fostered strong business and community connections. A passionate public speaker and lifelong learner, she continually expands her expertise in communication, leadership, and education. She thrives on innovation, relationship-building, and creating meaningful impact in everything she does.



BRENT BURDEN

**CEO
LUMINEUX**

Brent Burden is currently the Senior Vice President of Sales with Oral Essentials Inc., the leading innovator in the oral care space, based out of Beverly Hills, California. Their CPX brand Lumineux is the highest growth brand in oral care the past 2 years, gaining significant market share in a competitive category. Brent has crafted their omni channel sales strategy since company inception in 2016 with \$400m in historic sales with their 'healthier Way to Whiten' product line. As a founding member of the executive team working alongside the company founder, a world renowned cosmetic dentist and successful serial entrepreneur, Brent set out to build the foundation for sustained sales growth that positioned the brand to leverage the early category leading DTC performance to capture significant market share at trade. Building the sales team, distribution network and trade partnerships with a shared approach allowed their team to focus on strategies that drove revenue while limiting risk. A strong believer in building a performance-based team, Brent feels honored to work alongside a dedicated group of professionals who believe in their founder's vision of 'moving the category toward non-toxic products' for the benefit of customers whole body health. Prior to his work with Oral Essentials Inc., Brent spent 2 years in the role of Brand Ambassador for Vitamins Corp with responsibilities around the Costco program. Working with the Vitamins sales team to increase customer conversion and aligning with the Costco buying team around new opportunities to promote the product line was a tremendous opportunity to flow into the brand side of the retail game. Prior to his work with Vitamins, Brent spent 21 years with Costco Wholesale in a variety of roles between buying and operations. Joining a company in its first decade of operations that was carving out significant market share provided growth opportunities that created the foundation of business operational knowledge that Brent draws upon each day in his professional roles. The opportunity to perform in positions as diverse as consumer management to club operational management where they were encouraged to think outside the box for operational benefit, allowed him to form a creative mindset around business that solidified his belief that any obstacle is simply an opportunity to improve the end product. To be a part of significant growth and evolutions that positioned Costco as one of the leading retailers globally was a unique opportunity and tremendous learning experience. Brent's belief in team strategies winning the day was a foundation set during his time at Costco, learning from some of the industry's most forward-thinking executives that shared a common vision of redefining the shopping experience for millions of consumers globally. Brent enjoys the outdoors, bicycling, traveling, music, sports and dogs of all shapes and sizes. His favorite weekends are ones spent outside, bicycling on the Pinellas Trail and time at the beach. He currently resides in Clearwater, Florida with his beautiful wife and 3 awesome dogs.



**BRIAN ESPOSITO
FOUNDER
ESPOSITO
INTELLECTUAL
ENTERPRISES, LLC**

Brian (42), a United States Citizen, and Founder & President of Esposito Intellectual Enterprises, LLC (EIE) www.eie.rocks. EIE ultimately became a holding company for over 20 years of work, business startups, and investments. Focuses stem from manufacturing, distribution, retail, hospitality and hotel development, restaurants, commercial real estate, liquor, technology, media, energy, oil & gas, TELCOM, aviation, space, maritime, music, TV & Film, education, beauty, medical technology, security, hemp, and fashion. Brian brings a wealth of knowledge and experience to any team with his drive, ethics, and passion of connecting executives around the globe.



BRIAN GAROFALOW

**CEO
SKULLCANDY**

Brian Garofalow is the Chief Executive Officer of Skullcandy, the leading youth lifestyle headphone brand with a heritage in action sports and fanatical consumer in the 15-25 year old age group. Previously, Brian served as Chief Marketing Officer of Dometic Group AB where he oversaw Group marketing strategy, the Group brand portfolio and demand creation across the Group's global businesses. Dometic is a \$3B, publicly traded (NASDAQ) supplier of OEM, aftermarket and direct to consumer products that help make mobile living easy - for RVs, boats and vehicles used to enjoy the outdoors. Prior to Dometic, Brian was the Chief Marketing Officer of Igloo Coolers, the beloved American cooler manufacturer based in Katy, TX. Dometic acquired Igloo in September 2021. Brian spent the first 20 years of his career in various brand management roles within the action sports industry, mainly within the Boardriders organization including DC Shoes, RVCA and Element Skateboards. Brian lives in Irvine, CA with his wife and two teenage sons.



**BRIAN
MCDONELL
CO-FOUNDER |
PRESIDENT
MELIN**

With a career spanning retail, apparel, and brand development, Brian has consistently driven growth for some of the most recognizable names in the industry. As Co-Founder of melin Premium Headwear, he and his team revolutionized the headwear category and under his management, melin has achieved consistent double to triple-digit CAGR growth since inception becoming a staple in premium retailers like Nordstrom, REI and over 1,000 premium boutiques, boardshops, resorts and golf courses. Brian's progressive approach to omni retail, his innovative brand development strategies and obsession with efficiency have helped cement melin's status as the leader in the premium headwear market. He also founded DoIn Damage Inc., a brand development agency that delivered multi-million-dollar results for its clients and helped scale the MMA brand Tapout to well over \$50MM in annual revenues. Brian's deep understanding of retail strategy and apparel innovation makes him a sought-after leader in the space.



BRUCE MARTIN

**SENIOR VP
NIELSEN IQ**

Bruce Martin is a Sr. Vice President of Account Development for the NielsenIQ Company, where he has provided client level leadership to over 150 Nielsen regional, national and multinational clients over a 20+ year period. Bruce has built many high performing professional service teams that consistently deliver results by aligning client business goals with NielsenIQ's information and analytic capabilities. Bruce consistently focuses on client growth with substantial improvements to service, information quality, as well as improving the analytic aptitude and thought leadership with Nielsen professional service teams. Most recently Bruce was the senior Nielsen partner for the western half of large US clients as well as Nielsen's sales agency relationships. Recent key clients included full responsibilities for Tyson Foods, Barilla, Cargill, Post as well as Advantage and Acosta where he designed comprehensive business growth plans and was instrumental in helping to design a strategic operational model which leveraged both a global and North American support system to provide world-class information, analytics and tools to help drive growth and market share improvement. Additional responsibilities with NielsenIQ, Bruce also managed the full BASES product innovation business for Latin America, across 15 core countries, as well as serving as the President and Managing Director for the country of Nielsen Chile in South America. While in Chile, Bruce took a flagging business showing only 1%-2% growth and turned it into a growth powerhouse of 15%-17% consistent growth and the company being voted as a 'Great Place to Work in Chile'.



**BRYNN SNYDER
CO-FOUNDER
SLATE DENTAL**

Brynn Snyder transformed a simple idea into SLATE, a 7-figure health tech company, within just two years. As a product designer, entrepreneur, and mother of five, Brynn co-founded SLATE with her dentist husband to develop an electric flosser designed to prevent and treat oral health issues connected to serious diseases like heart disease and dementia. Their mission is to make preventive oral care accessible, effective, and integral to overall health.



CJ PETERSON

**CEO
NATURE'S FUSION**

CJ is a serial entrepreneur and one of the founders of Nature's Fusions, a full-service manufacturing company that services the essential oil, cosmetic, and supplement space. CJ has been a BYU-student mentor for several years and has assisted in the launch of numerous companies and products. CJ is a partner in Peterson VC, a Venture Capital company that focuses on investing in early-stage and student founded companies. CJ is also a partner in Precision Weaponry, a Firearms and Ammunition manufacturing company.



ISAAC COOK

**Former MrBeast Lead Producer
| 3.2 Billion Long-Form Views**

I build, scale, and optimize high-impact digital content and gaming experiences that captivate audiences at a global level.

As Lead Producer at MrBeast, I managed multi-million-dollar productions, led a team of producers and creatives, and spearheaded sponsorships and brand partnerships. My strategic direction directly contributed to 3.2+ billion YouTube views, shaping some of the biggest viral videos ever made. From retention-driven storytelling to high-stakes challenges, I honed a deep understanding of what makes content explode in today's algorithm-driven landscape.

Beyond YouTube, I'm the Founder of Reaper Games, where I lead a top-tier team of developers building highly monetized Roblox experiences with over 100M+ visits. I specialize in player retention, engagement loops, and in-game economies, ensuring that games remain immersive, profitable, and scalable.

My expertise lies at the intersection of content, strategy, and gaming. Whether it's scaling YouTube brands, optimizing engagement strategies, or developing high-retention gaming experiences, I focus on creating and executing strategies that drive exponential growth.



CHERYL RIGDON

**FOUNDER
SPATTY**

Cheryl Rigdon is a resourceful inventor and entrepreneur, best known for creating the Spatty, a unique tool designed to help consumers get the last bit of product out of bottles and containers. Before becoming an entrepreneur Cheryl worked as a Speech and Language Pathologist. Cheryl has a master's degree in Speech Pathology and an undergraduate degree in Special Education. Cheryl's entrepreneurial journey began with a simple but impactful idea while working in product development. Frustrated by wasted makeup stuck in hard-to-reach corners of containers, she sought to design an affordable, eco-friendly solution to save money and reduce waste. Her innovative product, the Spatty, is a flexible, small spatula capable of reaching into even the tiniest corners of jars and bottles. Initially launched through her appearance on Shark Tank in 2012, Cheryl's idea quickly resonated with audiences, turning the Spatty into a household name. Cheryl's determination and passion drove her to successfully market and expand her product line, which now includes various sizes and uses for cosmetics, kitchen, home, and crafting purposes. Cheryl is a passionate advocate for resourcefulness and sustainability, inspiring others to think creatively and pursue their ideas. Her story is a testament to the power of perseverance and innovation. Beyond her entrepreneurial pursuits, Cheryl loves being a wife and mom to three girls.



CHARLOTTE TRECARTIN

**FOUNDER
CHARCHARMS**

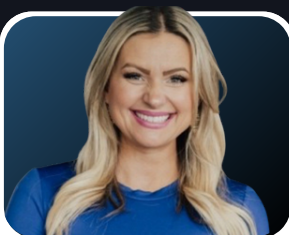
Charlotte is the founder of CharCharms, a leading water bottle accessory company that has gone nationwide in several mass retailers. This past year they aired on Shark Tank, and have been featured on CNBC Make It, Bloomberg News, and Forbes.



CHRIS WASHBURN

**FOUNDER
ARI BIKES**

From Orem, UT, Chris graduated from BYU in Japanese and English, then earned his Juris Doctor and MBA degrees from BYU. He practiced corporate law and worked in finance and planning divisions at Nissan Motor Corporation. He later joined EV Global Motors, a company started by Lee Iacocca (CEO of Ford and Chrysler corporations). He rose to president of the company and later helped Iacocca sell it. He joined Wavcrest Laboratories (Washington DC), led by 4-Star General Wesley Clark as VP/GM, focused on advanced mobility technologies for commercial and military markets. After 2 years of extensive travel, he decided to start his own company, Fezzari - now shortened to Ari, and follow one of his passions: biking.



CIERRA CONDIE

**BRAND MANAGER
MINKY**

Cierra is a seasoned marketing and communications professional with a passion for brand growth and community engagement. Originally from Corona, California, she earned her Bachelor's degree in Communications from BYU-Idaho in 2009.

She began her career at FranklinCovey, specializing in business development, client engagement, and social media strategy. After stepping away from the corporate world to focus on her family, Cierra returned in 2022 when Minky Couture founder Sandi Hendry invited her to join the team. Within a year, she was promoted to Brand Manager, driving major partnerships with BYU, UVU, NBA All-Star events, Paramount Pictures, Crumbl, and more. Her marketing efforts helped increase corporate sales by 390% and strengthened Minky Couture's charitable initiatives with Sapree and the Malouf Foundation. Recognized as one of Utah Valley BusinessQ's 40 Under 40, Cierra is a dedicated leader who also serves on the WBN Advisory Board and multiple state committees. She lives in Mapleton, Utah, with her husband and five children.



CLARK BARLOW

**FOUNDER | CEO
BUTTERMINTS**

R. Clark Barlow is a seasoned entrepreneur and visionary leader. With a career that began in IT during his teenage years, Clark has evolved into a dynamic business owner, currently running several thriving enterprises. He is known for his talent in implementing innovative growth strategies, with clearly focused branding at the forefront of it. Clark's guiding principle is rooted in fostering win-win relationships. He places great emphasis on creating partnerships that are mutually beneficial, driven by his generous approach to business and life. This ethos of collaboration and shared success has shaped his leadership style. Throughout his entrepreneurial journey, Clark has founded and co-founded numerous successful ventures. His investment portfolio includes both proven successes and promising ventures, proving his knack for identifying projects that create superior value. Outside of work, Clark is an avid outdoorsman and a master of Dutch Oven-style cooking.



CONNOR MACARTHUR

**COO
MISSION BELT**

Connor is a serial entrepreneur with over a decade of experience launching and operating multiple eight-figure digitally-native businesses. As the primary operator, he has generated over \$150 million in revenues with a strong focus on lean scalability, revenue diversification and team-building. He has developed both direct-to-consumer and business-to-business sales channels including major deals and programs with Costco, the NCAA, NBA & NHL. He's developed complex international supply chains and domestic operations to support millions of customer shipments. He has a deep skillset across a wide range of business functions and strategies that have helped him drive strong performance in challenging commoditized product categories.

He has a degree in Finance from BYU and spent 3 years as an analyst at Goldman Sachs while growing his ecommerce businesses. He has four young children, loves mountain biking, snowboarding, travel and outdoor adventure.



CRAIG WESTON

**RELATIONSHIP
ARCHITECT
IMA**

Craig Weston is a compassion-driven, authentic, thought-provoking change-maker who speaks on proactively addressing mental health and addiction in the workplace, emphasizing how meaningful connection is key to emotional prosperity. As a Relationship Architect at IMA, an organization dedicated to providing highly effective and meaningful benefits to companies, Craig is passionate about serving others by connecting organizations and their people with meaningful support solutions. His efforts help employees and their loved ones during moments of need, fostering greater happiness and productivity both at work and at home. Known for his authentic and vulnerable style, Craig blends stories, humor, and creativity to inspire others to think and act differently, ensuring his audience doesn't just hear his message but truly feels its impact. Outside of work, Craig cherishes his beautiful wife, three children, and seven grandchildren, for whom he has a "NEXT LEVEL" love.



DAMIAN DAYTON

**CCO
CREATABLY**

I like making videos that bring the boys to the yard, and by "boys", I mean "customers" and by "the yard", I mean "to your website to buy your stuff". I find the most success when people need help creating something unique and powerful that requires an understanding of their core story. Understand who your story and you can sell anything. I believe in the Philosopher Dolly Parton who said, "Figure out who you are, then do it on purpose".

I lead strategy and writing processes for Creatably. I am happier professionally right now than I have ever been because I get to tell funny stories that sell products that make people's lives better. Find your talent, no matter what it is, and use it to make the world better. Yes, you can use "Dad Jokes" to improve the world.



DAN GRIFFETHS

**PRESIDENT | CEO
LUME DEODORANT**

Dan is the President and CEO of Lume Deodorant, a fast-growing consumer brand on a mission to transform how humans do hygiene. Dan led Lume through a merger with Harry's and the brand's 10X expansion from direct-to-consumer only into Amazon, Walmart, Target, Grocery, and Drug channels. He also led the company through the launch of Mando, their new men's brand. Prior to Lume, Dan was a partner at Tanner, LLC, a Salt Lake City-based professional services firm with 200 team members where he led the firm's management consulting practice and annually facilitated over 75 owner, board, and executive team retreats across a variety of industries. Dan specialized in business strategy, strategic planning, change management, and leadership development. From 2016 to 2020, he was honored to serve as a member of the International Board of Directors for the AICPA, a professional association of 600,000+ worldwide members and he also previously served as a member of the Utah Board of Education. He holds B.S. and Master of Accountancy degrees from Brigham Young University, summa cum laude and with high distinction, respectively. Dan is an avid flyfisher, backpacker, and gardener. He and his wife Bibiana are the proud parents of four children.



DAN HIGGINSON

**FOUNDER
SYNERGY WORLDWIDE**

When Dan Higginson founded Synergy, he envisioned a company that would procure tangible changes in people's lives—a company that would Leave a Legacy for good. Dan offers Synergy Team Members a wealth of knowledge and experience that he gained as a corporate leader, motivator, trainer, and consultant. He conveys a philanthropic ambition that inspires others to give. Dan's desire to help others extends beyond his contributions to Synergy. He sits on the board of numerous charitable organizations, including the Board of Chancellors for the Juvenile Diabetes Research Foundation, and he assumes an instrumental role in many philanthropic efforts.



DANIEL HARMON

**CO-FOUNDER
HARMON BROS**

I use storytelling, humor, and structure to create social videos that sell products. As co-founder and creative visionary at Harmon Brothers, the Provo, Utah-based ad agency behind some of the most viral ads in Internet history, I've had the opportunity to create groundbreaking ads that have collectively driven more than 1.4 billion views, over \$350 million in sales, and revolutionized the way products are marketed. We have created Internet advertising blockbusters including Squatty Potty, Purple, Chatbooks, FiberFix, Lume, Camp Chef, and Poo~Pourri.



DANIEL PISCHE

**NATIONAL DIRECTOR
OF TRADE FINANCE
THE U.S. SMALL
BUSINESS**

Daniel Pische serves as the National Director of Trade Finance within the SBA's Office of International Trade in Washington, DC. As Director, Daniel is responsible for the design and delivery of SBA's export loan programs and oversight of SBA's national staff of Export Finance Managers.

Prior to joining the SBA, Daniel worked at First American Bank for over 15 years where he led their Trade Finance Division and served as a member of the bank's Senior Loan Committee. Daniel served on the Department of Commerce's Trade Finance Advisory Council during the second charter term as the SBA's ex-officio representative on the third chartered term.

Daniel holds a BS in Finance from Northern Illinois University and is an Evans Scholar alumnus.



DARRELL SORENSON

**MANAGING DIRECTOR
SILICON VALLEY BANK**

Darrell Sorenson is a Managing Director on the Relationship Management Team at SVB serving technology and innovation clients covering Utah including a full-service banking platform for Startups and Scaled-up companies including offering Venture Debt. Darrell has 14+ years of Venture Lending and commercial banking experience. Darrell and his team provide growth capital and working capital lending solutions to early, mid, and late-stage technology companies with debt sizes of \$1MM – \$50MM+.



DARREN SIEGRIST

**DIRECTOR
CREWE CAPITAL**

I have over 25 years of experience in Financial Services across several lines of business that include: Mortgage Banking, Private Equity, Venture, Wealth Management, Private Real Estate, Capital Raising & Investment Banking.

Crewe has a carefully curated team of experienced investment bankers providing clients with full-service advisory, with a focus on middle-market mergers and acquisitions. Investment banking and M&A experts add value to firm clients in both their operating businesses and investment portfolios.



DAVE GULAS

**CO-FOUNDER
EZDC 3PL**

Dave Gulas attended the University of Michigan-Dearborn prior to his 20+ year of sales/executive career within the medical and pharmaceutical industries. He since Co-Founded EZDC 3PL, a third-party logistics firm and he hosts the Beyond Fulfillment podcast, a weekly YouTube interview focused on entrepreneurial journeys. EZDC 3PL launched in 2022 and is headquartered in Kentucky, with an additional location in Maryland. They provide warehousing, fulfillment, and transportation services to manufacturers and ecommerce companies – reliably and affordably. Known for personal service, fast response time and flexibility, EZDC 3PL takes the "headache" out of fulfillment and helps customers grow as a true extension of their business. Visit them at ezdc3pl.com



DAVE NIELSEN

PRESIDENT BEYOND, INC | OVERSTOCK

Dave Nielsen is the President of Beyond, Inc., where he oversees company operations including merchandising, marketing, supply chain and customer service, digital product, technology and algorithms for the leading furniture and home furnishings online retailer. Nielsen played a pivotal role in Overstock.com's acquisition and subsequent relaunch of Bed Bath & Beyond in 2023, breathing new life into the iconic retail brand. Prior to this role, Nielsen served as Overstock's Chief Sourcing and Operations Officer, responsible for leading the company's merchandising, partner operations, category management, supply chain and logistics teams. Nielsen previously was co-president of Overstock, leading the company's merchandising marketing, supply chain, analytics and pricing operations. He left Overstock for a brief time in 2015 to assume the role of CEO at Global Access, a leading global provider of logistics technology and cross border expertise for domestic and international brands. Nielsen also held several leadership positions with Payless ShoeSource, Inc., eventually rising to the role of vice president of merchandise allocation, where he was responsible for the assortment planning and allocation of merchandise across 4,500 stores in the US, Canada, and Puerto Rico. Additionally, Nielsen served as president and CEO of Old Town Imports, LLC, where he created a product development, sourcing and omni-channel supply chain organization that sourced product to clients such as Costco, Target and regional restaurant and catering companies. Nielsen received his bachelor's Degree in Business Management with an emphasis in Marketing from Brigham Young University. Nielsen currently sits on the International Housewares Association Retail Advisory Council.



DAVE WRIGHT

CEO | FOUNDER PATTERN

Dave Wright is the CEO and founder of Pattern. In less than 5 years, Pattern has become one of the top 5 largest Amazon sellers (in terms of revenue), developed a world-class analytics platform, and has experienced 4 years of revenue growth exceeding 300%. Dave has built a strong culture that is obsessed with the success of Pattern partners, demonstrated by a near-perfect customer retention rate. Prior to Pattern, Dave spent his career as a data fanatic and technology executive. Dave graduated from Brigham Young University with dual degrees in Accounting and Information Systems. Dave graduated in the top 1% of the Marriott School of Business at Brigham Young University.



DAVID SCHMIDT

PRESIDENT TPH GLOBAL SOLUTIONS

INNOVATIVE professional for established privately held retail packaging and display company. TPH is a premium provider of creative selling solutions for CPG's selling into big box, club store and hardware channels.

STRATEGIC leader driving increased sales through refocusing corporate brand vision, strategic analytical target marketing, new product/service introduction, existing businesses alignment, expanded and enhanced global supply chain and social connection implementation.

Exemplary record supporting top customers with global reach including supply chain optimization, creative designs, strategic solutions, and extensive retail channel expertise.



DENISE SMITH

CREATIVE DIRECTOR FASHION DESIGNER

Denise Smith is a fashion designer and innovator with over 25 years of experience in design, product development, and sustainability. She began her career at Nike, studied at the Fashion Institute of Technology (FIT) in New York, and worked with top brands like Ann Taylor, Saks Fifth Avenue, Nordstrom, and Banana Republic.

Her expertise spans apparel, accessories, and technical outdoor wear, including leadership roles in creative direction, sourcing, and sustainability initiatives. At Modulair, she is focused on reducing fashion waste and driving innovation through a patented modular pocket system, a game-changing approach to apparel and accessories design.

Denise is passionate about sustainable solutions to help combat fashion's impact on landfills, supporting the industry's goal to cut carbon emissions by 2030.



DEREK BROWN

UTAH ATTORNEY GENERAL

Derek Brown is a prominent Utah attorney and former Chairman of the Utah Republican Party with a strong commitment to conservative principles, and a fervent desire to safeguard the integrity of the Constitution. He has practiced law with two of the largest law firms in the country and served as a law clerk with the United States Court of Appeals for the Third Circuit. Derek and his wife Emilie are both accomplished musicians. They met through music, he on the piano and Emilie singing. When not working, they are at home around the piano with their four children. Their children have continued Derek and Emilie's musical legacy. Their oldest, Alex, is a trained singer and performed as a beatboxer in BYU's Vocal Point. Zachary is a violinist, singer, and pianist. Eliza is a singer, and pianist, and loves to participate in musical theater. Their youngest son Spencer is 11 and a talented cellist. Their home is always full of music, family, and friends - and they simply wouldn't have it any other way.



DERRIN HILL

FOUNDER MANAGING DIRECTOR REVROAD

I am a builder. I build empowered individuals and teams, systems for growth, motivated communities, and strong companies. My greatest priority is my role in building a great marriage and a wonderful family with my wife Nicole and our five children.

•Founded/co-founded 10 companies to date with 8 of them succeeding

•Graduated High School at the top of the class while working two part time jobs to save money to serve as a volunteer for two years in Australia at 19 years old

•Undergraduate studies in Business Management and International Marketing at Brigham Young University

•A graduate of the Duke University Fuqua School of Business

•MBA in the Cross-Continent program studying in Durham, NC and in Frankfurt, Germany

•Established multinational firms with record breaking successes at Pearson Education

•Established one of the first Premier Education Ecosystem partnerships with Intel, and worked on projects with Houghton Mifflin Harcourt, Scholastic, Disney, and other organizations

•Volunteer service with the Boy Scouts of America, DECA, Junior Achievement, Rising Star Outreach India for those affected by leprosy, a shelter for battered women and children, a variety of youth groups, public school community councils, and civic organizations

SPECIALTIES: leadership, strategy, building teams and people, competitive analysis, contract negotiation, effective compensation structures, branding, attracting and retaining the strongest industry talent, forecasting, building sustainable and profitable business models.



DEVIN JOHNSON

FOUNDER | CEO FIRSTMILE

Devin Johnson is the founder of First Mile. They pick up hundreds of thousands of parcels all across the U.S. and internationally. Since they deliver direct to major shipping networks like UPS, FedEx they can provide significant discounts. They have been named the fastest growing company in Utah and within the first 12 months of business, they grew to a multimillion dollar company without investment or debt. They have operations all over the U.S. as well as the United Kingdom, Italy, Hong Kong and many more. They use their proprietary technology to help businesses connect manufacturing, warehousing, fulfillment, and shipping.



DR. PAUL BARATTIERO

FOUNDER ECHO WATER

Experienced Executive. Has founded, managed, and led multiple companies to significant success over 30 years. Led multiple companies with 300% annual growth. Led companies to beyond \$30M annually.

One of the companies, was a 2 time (2020 & 2021) Inc. 5000 recipient with 578% growth during the 2 years. (#839 2021)

Focused on sustainable company growth. Enjoys product categories that improve lives. Has developed and marketed cutting edge natural medicine technologies. Passionate about preventing disease or suffering.

Developed the Echo brand of hydrogen water system. Echo is the only true Hydrogen Enriched water system evidenced with being the only water devices meeting the IHSA certification standards. Paul has been on TV, radio, podcasts, documentaries, and has lectured worldwide on the effects of molecular Hydrogen worldwide. He has been featured on tv in the USA, Germany and Switzerland. Has co-written books. All with a focus of educating individuals everywhere on the benefits of molecular hydrogen.

There are over 1250 studies showing the therapeutic effect of molecular hydrogen with over 200 human diseases. 216 of the studies are human studies.



DUSTIN TATE

**EXECUTIVE VP
CARILOHA**

I love what we have built with Carilooha because I know we're making a difference. Everybody who uses Carilooha's luxuriously soft bamboo products - whether it's bedding or apparel - falls in love with their performance. But by shifting from non-sustainable fabrics to sustainable products like Carilooha bamboo - we are making a difference on the planet.

And Carilooha is still just getting started.

I'm proud of what our teams have accomplished. We have grown multiple brands from start-up to nationally recognized brands with well over 100 inline stores worldwide, robust online presence, exclusive marketing relationships with all of the major cruise-lines in the world, and distribution partnerships with some of the best retailers in the world.



EMMA GRIMAUD

**VOLCANIC RETAIL
RETAIL COLLECTIVE
RETAIL WAR GAMES**

I'm passionate about creativity and helping brands grow. I love working with entrepreneurs to turn their retail dreams into reality, blending creativity with strategy every step of the way. Whether it's crafting videos, editing podcasts, planning events, or managing financials, I'm always looking for ways to make an impact. My experience in sales, social media marketing, and customer success gives me the tools to build meaningful connections and help brands find their place on retail shelves.



DEIDRE HENDERSON

**LIEUTENANT
GOVERNOR OF UTAH**

Lt. Governor Deidre M. Henderson lives in Spanish Fork, where she and her husband Gabe raised their children. They have four daughters, one son, and two adorable grandsons.

In 2020, she was elected Utah's ninth lieutenant governor and now serves as the Beehive State's second-highest elected official, chief election officer, and secretary of state. She has dedicated her time in office to removing barriers to success for Utahns and ensuring elections are properly run. A consensus seeker, she assembles different points of view to find appropriate solutions to problems. She is a staunch advocate for expanding opportunities for all Utahns.

Lt. Gov. Henderson also serves on the executive committee of the National Lieutenant Governors Association and as Vice chair of the Republican Lieutenant Governors Association.



ERIC MIKA

**PROFESSIONAL
ATHLETE | HOST**

Experienced Professional Athlete with a demonstrated history of working in the sports industry. Skilled in Business Relationship Management, Continuous Improvement, Sports, Supply Chain Operations, and Entertainment. Strong media and communication professional with a Bachelor's focused in Business Management from Brigham Young University.



FRANCESCO GATTI

**CO-FOUNDER | CEO
OPENSEND**

Francesco Gatti, Co-Founder and CEO of Opensend, brings over ten years of experience in digital marketing leadership.

He is a serial entrepreneur known for founding companies like Voltn, BurrataHouse, Herb, and others. Holding a Business Management degree from the University of Westminster in London. Based in Los Angeles.



GARRETT BLOOD

**FOUNDER
KAJAE**

Garrett Blood has a diverse work experience spanning over two decades. Garrett is currently the Founder & CEO of Kajae, a position they have held since July 2021. In 2022, they also became the Co-Founder of HireMango. Prior to these ventures, Garrett worked as a CPG & Startup Consultant at GLG (Gerson Lehrman Group) starting in 2014. In 2020, they served as the EVA Operations Manager at Soar.com. Before that, Garrett held the role of Chief Operations Officer at RX2Live from 2017 to 2020, where they achieved significant growth and received industry recognition. Garrett also served as the Chief Operations Officer at Mountain Crane Service from 2013 to 2016, where they implemented strategic initiatives to drive growth and cost savings. Garrett's entrepreneurial journey began in 2006 when they founded ARCTIC ZERO and served as the Chief Marketing Officer until 2012, successfully growing the company and achieving nationwide distribution. Prior to that, they worked as a Financial Advisor at Ameriprise Financial Services, Inc. and held various sales and marketing roles at Dealer Specialties and Partners in Leadership.

Garrett Blood holds a Bachelor of Arts (BA) in Organizational Leadership from Chapman University, which was completed in 2006. Garrett also obtained certifications in NASD Series 66 and NASD Series 7 from FINRA in 2004.



**GOVERNOR SPENCER
COX**

**UTAH STATE
GOVERNOR**

Gov. Spencer J. Cox is Utah's 18th governor, a husband, father, farmer, and former attorney. He served as the 2023-2024 chairman of the National Governors Association and has a long history of public service, including roles as a city councilmember, mayor, county commissioner, and state legislator before becoming lieutenant governor in 2013. Sworn in as governor in 2021, he cut \$1.1 billion in taxes, improved water laws, increased education funding, enacted universal school choice, and secured affordable housing funds.

A strong advocate for mental health and suicide prevention, Gov. Cox also launched the One Utah Health Collaborative and expanded opportunities for women, rural communities, and diverse groups. He promotes respect in politics, bipartisanship, and innovation in government through his NGA initiative, "Disagree Better: Healthy Conflict for Better Policy." Raised in Fairview, Utah, he and First Lady Abby Palmer Cox have four children and live in the Governor's Mansion in Salt Lake City.



GRACE CHEW

**PRINCIPAL
KORN FERRY**

Grace Chew specializes in executive search for C-level and Board roles that shape the future of mobility (air, land, space), technology, software and new energy. She also consults to senior management on external succession planning, talent strategy and change management.

She is a member of Korn Ferry's mobility practice and the co-founder of Korn Ferry's Space Practice. Her key clients include automotive OEMs, their suppliers, startups in the self-driving and connected vehicle space, aerospace and defense companies, consumer electronics (eCommerce), industrial conglomerates and governments. Prior to joining Korn Ferry, she was a management consultant where she advised businesses and governments on their global and regional growth strategy.



GUY MORRIS

**CMO
STEIN ERIKSEN**

11 years, CMO, Stein Collection
37 years total in hospitality industry.
Graduate of Brigham Young
University, B.A. in Economics,
Marketing and minors in Accounting
and Spanish
I am a current International Advisory
Board Member with Small Luxury
Hotels of the World, which now has
580 hotels in over 90 countries
around the world.

Big fan of: Mountain biking, Surfing &
Skiing
Born/Raised: Palm Springs, CA
Married, father of 4. Six
grandchildren.



HARVEY LANGI

FORMER NFL

Havea Hikuleo "Harvey" Langi
(born September 24, 1992) is
an American football
linebacker who is a free agent.
He played college football at
BYU and has also been a
member of the New England
Patriots and New York Jets.



HASSANE SLAIBI

**CEO
ROADIE MUSIC (BAND
INDUSTRIES)**

Hello, I'm Hassane the CEO and co-
founder of Roadie Music / Band
Industries. Along with my team
I design and build fundamentally
new products for the music industry.
These include the renown Roadie
Tuners that revolutionized and
democratized automatic tuning,
bringing handy little helper robots to
the world starting in 2013.

As we developed Roadie 2, Roadie
Bass and Roadie 3, we asked
ourselves, "what can we learn by
leaving our sensor on the instrument
while playing rather than just while
tuning?". The answer was an
absolute deluge of new data points
and from this, the idea for Roadie
Coach was born. Coach is a music
tutor, recorder and midi controller;
the first tool of its kind.



HEATHER ALLEN

**TAX PARTNER
TANNER**

Heather has over 19 years of
experience serving public and
private companies. Prior to joining
Tanner, she was with a Big 4
accounting firm in Salt Lake City.
Heather has experience from serving
companies in multiple industries
including technology, SaaS,
construction, manufacturing, real
estate, private investment, and
professional services. Heather
understands multiple phases of tax
compliance and consulting,
including consolidated filing issues,
international tax, partnerships, S
corporations, individual tax, and tax
provisions. Heather graduated at the
top of her class from Utah State
University and currently serves on
the School of Accountancy's
advisory board. She is a member of
the American Institute of Certified
Public Accountants and the Utah
Association of Certified Public
Accountants.



J. GOLDEN MOORE

**SENIOR VP
BANK OF AMERICA**

J. Golden Moore is a Senior Vice President and Private Client
Advisor with Bank of America Private Bank in Lehi, Utah. Golden
works closely with high-net-worth individuals and families to help
optimize and manage their wealth. By identifying a client's
primary goals and needs, Golden and his team coordinate local
resources and the national capabilities of Bank of America
Enterprises to help clients reach their objectives. He leads a team of
Bank of America Private Bank specialists who work in concert
to design and implement tailored financial strategies in
investment management, trust and estate planning services,
liquidity event
strategies, lending, and philanthropy.
Golden has worked in the financial services industry for over 21
years. Prior to joining Bank of America Private Bank, he served
as International Banking Manager at Zions First National Bank
where he gained valuable experience and insight into the needs of
globally minded high-net-worth individuals and families. Golden
has a strong understanding of a wide variety of products across
various segments of banking including international, commercial,
and corporate banking, wealth management, capital markets,
international trade, treasury management, SBA, construction,
and residential lending. Golden also worked in international
relations,
working alongside digitalizers, diplomats, and executives from all
over the world and U.S. companies needing financial services
and channels to solve complex issues. He also represented the
company on trade missions, at trade shows, and visits to various
foreign companies with foreign family offices or family financial
institutions. Prior to his role in International Banking, he was a
Commercial Banker at Hillcrest Bank, a Division of NBM Bank and
First Community Bank, a Division of Glacier Bank.
Golden obtained an MBA from Brigham Young University Marriott
School of Business, a diploma from Southwest Graduate School
of Banking at SMU, and a bachelor's in economics from the
University of Utah.
Golden has served on the Advisory Board for World Trade Center
Utah, World Trade Association of Utah Board, UVU Global
Advisory Board, European American Chamber of Commerce, Utah
Shippers Co-Op with the Utah Island Port Authority, Mountain
West Capital Network, Chambers and Networking groups, and as
Executive Board Member of other associations. He also recently
chaired the Crossroads of the World International Trade Summit
where the team successfully hosted 800 family offices, investors,
digitalizers, and business owners from Utah and around the world.



JOSHUA PAULSEN (JP)

**VICE PRESIDENT
TETON**

As Vice President of Sales at Teton,
Joshua Paulsen ("JP") leads the
company's wholesale and
international expansion efforts,
securing major partnerships with
retailers like Bass Pro/Cabela's,
Academy Sports, and Dunham's.
Since joining TETON in 2021, JP has
played a key role in driving record
sales, navigating post-COVID
challenges, and restructuring key
aspects of the business. His focus is
on strengthening TETON's retail
presence and building a global
distribution network. An avid
outdoor enthusiast, JP draws
inspiration from his own adventures
hiking, climbing, camping, and
exploring, ensuring Teton's products
meet the needs of fellow
adventurers.



JJ PETERSON

**FOUNDER | OWNER
CLEAN SIMPLE EATS**

JJ holds a dual BS degree in Exercise and
Sport Science coupled with International
Business Management, adding a
Certificate in Entrepreneurship from
Brigham Young University-Hawaii. He is
also a Certified Fitness Instructor
through NCSF and ISSA as well as a
Certified Group Fitness Instructor
through TRX Training.
While in school he worked as Student
Director for the Willes Center for
International Entrepreneurship. His
responsibilities included sponsoring
semiannual business plan competitions
where college students and potential
investors and philanthropists come
together to bring raw ideas and finished
business plans to full fruition.
JJ joined forces with his wife, Erika, and
together they are working tirelessly to
bring proper nutrition and health
education to the world.
Specialties: Fitness and personal
training, nutrition programming, meal
plans, sales and marketing, branding
and identity, startup venture and
organizational management.



JAKE HADLOCK

**CEO
NUTRIENT**

CEO and Co-Founder of
Nutrient, a GMP-certified,
Organic certified, hemp
certified turnkey contract
manufacturer in Lindon, Utah.
Capabilities include R&D,
blending, stick packs, bulk
powder fills, and
encapsulation.

40 Under 40 by Utah Valley
BusinessQ Magazine.

No. 2 Fastest-Growing
Company in Rocky Mountain
Region by Inc. Magazine.

Named one of "10 Startups to
Watch" for 2023 by Utah Valley
BusinessQ Magazine.



JAMES CLARKE

**MANAGING PARTNER
CLARKE CAPITAL
PARTNERS**

James Clarke is a founder, investor, and operator of private and public companies on five continents with over 38,000 employees globally. He currently serves as the CEO of Clearlink, a company he founded in 2001, sold in 2011, and returned to lead a decade later.

James is a graduate of BYU, Harvard, and holds a master's degree in management from Oxford University. He serves on several boards of private and public companies, as well as regional and global nonprofit organizations. James serves as the Honorary Consul to the United Kingdom for the State of Utah and recently finished his tenure as the governor appointed Chair of the Board of Trustees for Utah Valley University, Utah's largest university.

The Labor and Honor Foundation, the Clarke's family charity, focuses on poverty alleviation, education, and the arts. The name of the foundation is derived from the Clarke's English family crest dating back centuries, which instills that whether a task be great or small, ALL work should be done with honor. Their hope is that through their efforts, they might improve the lives of others by giving back with humble thanksgiving for life's many blessings.



JAMES DAYTON

**FOUNDER | CEO
BUCK WILD MEDIA**

Over the past 7 years, I've been Producing and Creative Directing some of the world's most Powerful Conversion Videos that have massively scaled companies and products.



JAMIE PARKER

**FOUNDER | CEO
SMMT OUTDOOR**

Jamie Parker is a seasoned consumer products leader with experience both at iconic, global brands as well as with early and mid-stage brands.

With a career that began in consumer focused investment banking and private equity, from an early stage Jamie was involved in strategic moments of a brand's journey. He spent 15 years across 3 continents with Nike, leading roles in product creation & merchandising, general management and global retail leadership. As GM of Manchester United's global business at Nike he oversaw global merchandising, retail and grassroots marketing for the iconic club. Jamie led Nike's Sportswear business in Brazil as GM during the World Cup and Olympics. Following four years in Brazil, he oversaw global retail for Nike Sportswear as the GM of SNKRS and Kicks Lounge. Following Nike, Jamie and his family moved to Park City in 2017 to join Logitech as the CEO of Jaybird, a global wireless headphone brand built for athletes. After years at large and mid-sized brands in multiple leadership and cross-functional roles, he has partnered with his wife Michelle (also a Nike alum) to launch SMMT Outdoor (pronounced 'summit'), a premium outdoor lifestyle accessories brand. SMMT stands for Sustainable - Mountain - Marine - Travel, marrying their experiences, aspirational lifestyle and business passions in a family-run growth business.



JASON BRUGGER

**DIRECTOR OF VENTURE
CAPITAL/ RELATIONS
KRONOS CAPITAL**

Kronos Capital is a boutique Private Equity Firm that focuses on the energy sector as well as other assets like Real Estate and Venture Capital.



JASON FEIFER

**EDITOR IN CHIEF OF
ENTREPRENEUR
MAGAZINE**

Jason Feifer is the editor in chief of Entrepreneur magazine, a startup advisor, a nonstop optimism machine, and a widely recognized authority on business and communications.

Outside of Entrepreneur, he is the cofounder of the online coaching community CPG Fast Track. He is also the author of the best-selling book Build For Tomorrow, his podcast "Help Wanted" is downloaded 1 million times a month, and his weekly newsletter One Thing Better is read by 65,000 people. LinkedIn named him a "Top Voice in Entrepreneurship".

Jason travels regularly to speak for the world's greatest companies and organizations, and has given keynotes for Google, Pfizer, Microsoft, Alibaba, Coca-Cola, the Global Retail Marketing Association, Million Dollar Round Table, and more.

He has had a decades-long career in national media, which included working as an editor at Men's Health, Fast Company, Maxim, and Boston magazine, and writing about business and technology for the Washington Post, Slate, New York magazine, and others.



JASON MCGOWAN

**CEO
CRUMBL**

Jason McGowan stands out as more than just an entrepreneur; he's a visionary who co-founded Crumbl, the fastest-growing cookie company in America, and serves as its CEO. Under his leadership, Crumbl was able to achieve over a billion dollars in yearly system-wide sales by its fifth year. McGowan's entrepreneurial journey began with the creation of We're Related, an innovative app that connected 120 million users to their family roots. He didn't stop there; he also played a key role in the design and development of Nintendo TVii and earned a place in BusinessQ Magazine's top 40 under 40.

In a remarkable milestone in 2023, Jason became the first person from the Mountain West Region to receive the Ernst & Young Entrepreneur of the Year National Winner award, highlighting his exceptional ability to innovate and lead.

Originally an immigrant from Canada and now a proud American citizen, Jason thrives on collaborating with talented individuals to develop high-quality products and services in fast-paced environments that improve lives and make a positive societal impact. Beyond his professional life, Jason is deeply devoted to his faith, family, and enjoying time with his wife and seven children. He's competitive in board games, loves golfing, and enjoys traveling. Jason McGowan's story exemplifies the impact of innovation, leadership, and the importance of family.



JAXON STUART

**INVESTOR
SPACESTATION
INVESTMENTS**

Jaxon is an investor at Spacestation Investments where he has backed amazing companies like Oura Ring and Olipop. He focuses on investing in companies across the consumer landscape and brings a unique value add through access to influencers and athletes.



JAY DAVIS

**FOUNDER | CEO
PILLOWCUBE**

Husband of Haley and father of 4 beautiful daughters. Entrepreneur, investor, and generally obsessed with startups. Founder of Pillow Cube and Creatably.



JEANETTE BENNETT
EXECUTIVE MANAGING
DIRECTOR | CEO |
BOARD MEMBER |
PUBLISHER
COLLIERS

Market leader for Colliers Utah. Writer, editor, entrepreneur, leader, media personality. Skilled in journalism, sales, crisis management, and media relations. Strong media and communications professional with a Master's degree focused in Mass Communication/Media Studies from Brigham Young University. Honorary Doctorate in Business from Utah Valley University. Named Top Woman Entrepreneur in Media by Folio in New York City. Silicon Slopes Hall of Fame. Commission on the Status of Women at the United Nations.



JEFF CALL
PRESIDENT | CO-
FOUNDER
JUST INGREDIENTS

Jeff Call is the President and Co-founder of Just Ingredients, a company committed to providing clean, natural products with simple, wholesome ingredients. Jeff brings a wealth of knowledge to his role with an MBA from Brigham Young University (BYU) and experience teaching International Business at Utah Valley University. His leadership has been key to the company's growth, emphasizing transparency and ethical practices. Outside of work, Jeff is dedicated to his family, enjoying time with his six children through activities like boating, skiing, and playing pickleball. His balance of professional ambition and personal commitment makes him a respected leader in the wellness industry.



JEFF DURHAM
CO-FOUNDER | CEO
DURHAM BRANDS

Jeff Durham is the Co-founder and CEO of Durham Brands – a family CPG company. The flagship brand is Glimme Beauty, distributed in over 23,000 retail locations across the US including ULTA Beauty, Target, CVS, Walgreens, Walmart & many more. The Glimme brand specializes in customized hair accessories and tools for unique hair types. Jeff also founded the CPGX Forum 11 years ago with the intent to bring together like-minded brand builders/executives across the CPG industry to meet and learn from each other. Some of the brands include: SkullCandy, Traeger, PMD Beauty, Cotopaxi, Kodiak Cakes, and many more. Prior to starting Durham Brands, Jeff worked in innovation at Moen in Ohio, part of the \$7B Fortune Brands portfolio. He holds an MBA from Case Western Reserve and a BA in marketing from Brigham Young University. His greatest joy is his wife, Heidi, and family of 6 kids that love adventuring together.



JEFF EARL
DIRECTOR OF SALES
AND MARKETING
PALEBLUE

Jeff Earl is a seasoned sales and marketing leader at Paleblue, where he drives global growth for sustainable energy products. He has also held key roles at Enso Rings and Skullcandy, leading strategic initiatives and sales operations. Jeff specializes in team leadership, data-driven strategy, and customer-focused innovation. He also serves on the board of Fish for Garbage, a local Nonprofit.



JEFF KEARL
INVESTOR | PARTNER
PELION | DOMO

Jeff Kearl is a General Partner at Pelion Venture Partners, an early-stage venture fund headquartered in Salt Lake City with over \$2.5 billion in assets under management. Previously, Jeff was the co-founder, CEO and Chairman of Stance, an apparel brand that celebrates human originality. Stance reinvented basics starting with socks by combining edgy prints with advanced material sciences and garment construction. Stance investors include Villi Smith, Dwayne Wade, Jay-Z, James Harden, Rihanna, Kleiner Perkins, Menlo Ventures, August Capital and Stanford University. Prior to Stance, Jeff was the Executive Chairman of Skullcandy from 2007-2013. Under his leadership the company grew from under \$1M in sales to over \$300M in seven years. The company went public on the NASDAQ in 2011 and was acquired in 2013 by a M&A Road Capital. Jeff previously worked as an Executive Vice President at HP after the successful acquisition of Utah-based Logoworks, an internet marketplace for designers backed by Benchmark Capital and Shasta Ventures where Jeff was a board director and senior executive. Early in his career Jeff was an Associate at vSpring Capital (now Signal Peak Ventures) where he sourced the firm's investments in ComScore (IPO) Control4 (IPO), Medicconnect (acquired for \$350M). Jeff has invested in approximately 50 technology startups (11 unicorns) including Coupa, Divvy, Domo, Lucid Software, MX, Omniture, Scopely, Uber and ZEFR as well as consumer brands. Away, BlackTux, Briston, Cotopaxi, Fox and Skullcandy. He is a Board Director at Coca, Domo, FreeAgent, Just Water, UvixView, Open Haven, Scopely, Stance and Trace. Jeff graduated with a BA from Brigham Young University.



JEFF PEDERSEN
FOUNDER | OWNER |
CEO
PW COMPANIES

Jeff is the Founder, Owner, and CEO of PW Companies, parent company of international retail brands: Cariloha (bedding, bath, and apparel made from soft and sustainable bamboo), Del Sol (color-changing clothing and accessories), and, more recently, Island Cruz (island-inspired electric scooters). Jeff is a 2x winner of the prestigious EY Entrepreneur Of The Year award and a Utah Business CEO of the Year. Jeff received his BS in Business Finance from Westminster College and an MBA from Pepperdine University. He lives in SLC, Utah with his wife Heather and four children.



JENNIFER BROCKBANK
CO-FOUNDER | CXO
VOLCANIC RETAIL
RETAIL COLLECTIVE

Jen Brockbank is the co-founder and CXO of Volcanic, a B2B tech company where she leads user experience, innovation, and strategic growth. Previously, she was COO of Brandsrising and VP of International Sales at KISSTIX, a Mark Cuban-funded company recognized with a White House award for Best Small Business. Jen also plays an operations role in Retail Collective and occasionally co-hosts Retail War Games, a podcast featuring top retail brands and influencers. A big idea generator, Jen is passionate about creating strong companies that support families and empower women to succeed in both their careers and personal lives.



JEREMY ANDRUS
CEO | PRESIDENT
TRAEGER GRILLS

Jeremy Andrus is President & CEO of Traeger Grills, the original wood pellet grill brand that has taken the outdoor cooking world by storm. He and a financial partner acquired the company in 2014, transforming it from a small, regional, 26-year-old business into a multi-hundred-million-dollar brand that owns over 50% of the global wood pellet grill market. This was largely achieved by Jeremy leading an overhaul that would result in moving the company's headquarters from Oregon to Utah and rebuilding its team with an emphasis on the people and culture behind the company. Jeremy took Traeger public on the NYSE in July 2021.



JEREMY BROCKBANK
CHAIRMAN | CEO |
FOUNDER
VOLCANIC RETAIL
RETAIL COLLECTIVE

Jeremy Brockbank has successfully helped over 600+ brands gain traction in the US and is widely considered one of the most influential players in retail in the United States.

Jeremy is the Founder of Volcanic Retail, Retail Collective and Ant Hill Retail. Jeremy is the host of 'Retail War Games' podcast on Apple/Spotify. Prior to Ant Hill, Jeremy helped build the fastest-growing retail brand on the Inc 5000, has done external consulting for Venture Capital and has been an adjunct professor of Business/Marketing.



JEREMY SYLVESTOR

OWNER
SUPPLY POINTS

As the owner of Supply Points of Salt Lake Valley, I blend my operational expertise with a dedication to exceptional customer service, ensuring each client feels singularly important.



JESS TOOLSON

FOUNDER | CEO
MIXHERS

I believe in women, creating solutions, nurturing safe spaces in the workplace, having fun, and never taking yourself too seriously.



JESSICA KLODNICKI

CEO
KT TAPE

Jessica Klodnicki is the CEO of KT Tape, the leading brand of kinesiology tape and sports medicine products for active consumers, part of Palladin Consumer Retail Partners (<https://pcrp.com>). She is also an operating partner with Centre Partners private equity group where she serves on the board of Gathr Outdoors, an outdoor recreation portfolio of brands.



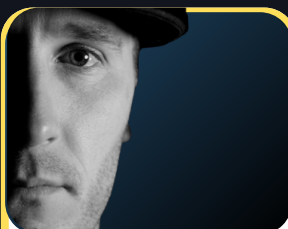
JOE GROVER

MANAGING PARTNER

As the Managing Partner for Amplio's CMO services, I both oversee the fractional CMOs we provide to our clients, and work myself as a fractional CMO and marketing advisor for several consumer, services, and software companies. My combination of marketing and finance experience provides a unique perspective and skillset in the C-suite.

Before joining Amplio in 2023, I was the CMO at Homie, a venture-backed real estate technology company. I led local and corporate marketing teams across five states.

Under my leadership, the company was included on the Deloitte Fast 500, Inc500, Utah Business Fast 50, MWCN 100, and won a Gold Adway for the best guerilla marketing campaign of the year in Phoenix, Arizona, and was honored as CXO of the year by Utah Business Magazine in 2021. I was also the president and CMO of Genesis Media, a New York City-based digital advertising software company. Before Genesis, I was the CMO and CEO of Altitude Digital, an ad tech startup in Denver, Colorado who merged with Genesis Media in 2017.



JASON KIMBALL

HEAD OF BRAND
BEARDCLUB

I have been told that I've "already conquered more territory than Napoleon did in his lifetime", having spent the last 20+ years working with large corporations and start-ups, creating and developing many successful brands and award-winning products on a global scale. I am a fearless and respected leader with an arsenal of creative and strategic leadership and a two-time Utah Business Magazine 'CXO of the Year' recipient. With stacks of brand, marketing, product, and content experience - I know what it takes to engage consumers and reshape, redefine, and position brands.



JOHNATHAN RUGGIERO

CO-FOUNDER & CEO
MANLY BANDS

John Ruggiero is the entrepreneurial force and fearless leader behind Manly Bands, the groundbreaking men's ring company that's as bold and unique as the grooms it serves. As Co-CEO, John's strategic vision and relentless drive have helped transform a small startup into a global brand that's redefining the wedding industry.

In 2016, John and his co-founder Michelle set out to revolutionize the men's wedding band market, combining premium craftsmanship, unique materials like meteorite and antler, and a whole lot of personality. Through innovative designs and marketing that perfectly balances humor and heart, John has made Manly Bands a go-to brand for men's wedding rings worldwide.

A self-proclaimed tech enthusiast with a knack for problem-solving, John's passion for innovation and creativity drives every aspect of the business. Whether he's exploring new technologies or brainstorming big ideas, John's hands-on approach and unwavering commitment to excellence ensure that Manly Bands stays ahead of the curve.

When he's not busy shaking up the wedding industry, John can be found camping, tinkering with new ideas, and diving into his passion for AI and technology—or just kicking back with Michelle and their two overly spoiled cats, Oliver and Rosie.



JOHNNY RICHE

OWNER
ROCKWELL WATCHES

I am one of the owners of Rockwell Watches, a lifestyle brand of fashion and function products. We work with hundreds of athletes and ambassadors and more importantly our first responders and military members. A big part of our business is custom branding for our clients. I've been blessed to work with some amazing people over my professional career. I'm a former professional Mixed Martial Arts fighter and Television Stuntman and now almost 13 years at Rockwell Watches managing marketing and sales. It's been an amazing journey. I'm a people person and love getting to know new names and faces! I also sit on the board of directors for the Juvenile Diabetes Research Foundation (JDRF) and help raise money through "third party" events to find a cure for Type 1 Diabetes.



JON PIERRE FRANCIA

**FOUNDER | PRESIDENT
LIFECIDER**

Jon Pierre Francia is a dynamic serial entrepreneur known for launching successful ventures, including a 19-location restaurant franchise, a commercial flight school, an advertising agency serving Fortune 500 clients, and two children's television series. His latest endeavor, Life Cider, aims to surpass all previous accomplishments.

Life Cider produces functional beverages packed with vitamins to enhance immune function, regulate blood sugar levels, and support gut health and digestion. In addition, the innovative energy blend, Life Cider X, sets a new standard in the energy drink industry. The brand has attracted top talent in food and beverage distribution, alongside a high-caliber C-suite team to drive its growth.

As a creative visionary, JP is dedicated to improving lives through the creation of truly health promoting products because "better for you, is not good enough".



JONATHAN FREEDMAN

**PRESIDENT | CEO
WORLD TRADE CENTER**

Jonathan Freedman is the president and CEO of World Trade Center Utah, where he helps Utah companies grow through international trade and investment. He is a seasoned entrepreneur and international business leader with over 30 years of experience. Prior to joining WTC Utah, Freedman co-founded and grew Downeast, a clothing and furniture retail chain, to 64 locations with 1,100 employees. He has also served as honorary consul of Ukraine in Utah since 2008, leading the effort to support the Ukrainian community in Utah and foster economic development between Ukraine and Utah. In September 2023, he was awarded the Order of Merit by President Volodymyr Zelenskyy, the highest honor given to a non-Ukrainian citizen. Freedman also serves on public and private boards and commissions, including the state of Utah's Unified Economic Opportunity Commission, USTR Intergovernmental Policy Advisory Committee, the Economic Development Corporation of Utah, and the Salt Lake Chamber of Commerce. He is a passionate advocate for international trade and investment and believes that global engagement is essential for economic growth and prosperity. He is also committed to building bridges between cultures and promoting understanding and cooperation between people from all over the world.



JONATHAN JOHNSON

**PUBLIC COMPANY C-SUITE
EXECUTIVE AND
BOARD MEMBER**

I am a public company C-suite executive and board member with 20+ years' experience in ecommerce, retail, consumer goods, and emerging technology having served as chairman, chief executive officer, president, chief financial officer, and general counsel at public companies. I am a transformational business leader known for creating a results-focused and positive team culture. I am a confident, strategic, resolute leader and consensus builder. I am known as a creative problem-solver, comfortable making decisions of major consequence known for patience, openness, and the ability to strategically balance risk and reward to deliver profitability. I am skilled at growing companies and evolving corporate cultures and procedures. I have been a persuasive advocate who champions issues that impact public policy.



JORDAN HUTCHINSON

**EXCLUSIVE EVENT
HOST**

I host an exclusive networking event series for family offices and high net worth investors, those events include Jets & Capital at private jet hangars, Formula 1 races, Trump International clubs and Mar-a-Lago.

I also advise and raise capital for various investment funds, charity causes, and political groups.

My background is in family office management: The Hutchinson private family office group is one of the founding teams behind Bridge Investment Group Partners (Predecessor Entity to NYSE: BRDG) and the Executive Producers of the Sound of Freedom movie.

I'm a former serial entrepreneur with multiple exits, and previously a competitive dancer performing on America's Got Talent, Dancing with the Stars Tour, and Paula Abdul's Live to Dance. I studied Business Strategy and Marketing at the University of Utah. I love reading, surfing, and politics.



JOSH MENDENHALL

**FOUNDER
SPYLT**

I love, design. I am always thinking about the way messages are communicated visually. If it is print, web or video, I think about the message, who is it being communicated to, and how the viewer interacts with each piece. I tell stories without words by using visual communication to make information consumable. Plus I like to make things awesome.



JIMMY BLAKENEY

**CPO
SOLO BRANDS**

My passion is delivering an incredible product and brand experience for customers through product innovation paired with authentic brand storytelling and informative, entertaining content. In my new and expanded role with Solo Brands I'm now responsible for product strategy and execution for both ISLE and Oru Kayak. After 2 1/2 years as VP of Product for ISLE, followed by 6 months as President of ISLE, I'm now excited to have the expanded scope and responsibility for two industry-leading watersports brands. My focus will be to maintain ISLE on it's excellent trajectory of innovation and leadership in inflatable watersports and work with the Oru team to take an incredible brand to the next level of product innovation and growth.

During my tenure with ISLE our team took a great brand and made it exceptional through product innovation and storytelling, positioning ISLE in a leadership position within the industry, and most importantly, in the eyes of our customers. ISLE received over 30 product awards, including 2023 Top Innovations of the Year from Popular Science, thousands of five star customer reviews, secured material and design patents to distinguish ISLE from the competition, and improved margins and AOV.



JUSTIN DRAGE

**VICE PRESIDENT
SOLUTIONS 2 GO**

I am a creative, collaborative, and strategic executive with extensive experience kindling shared vision and innovative business strategies to drive revenue growth. I possess a strong record of successfully implementing creative sales strategies, innovative products, and novel marketing approaches to accelerate growth.

My unique cross-functional experience spans retail, wholesale and ecom sales, distribution, manufacturing, contract negotiations, finance, operations, SaaS sales / partnership sales, fintech / payments and product development.

I leverage strong instincts and a solid understanding of the sales pipeline, key drivers, and the role of marketing to propel profitability.



JUSTIN KIESEL

**PRESIDENT | GLOBAL
SALES
NUSKIN**

Strong leader with a track record of leading organizations that achieve exceptional results. Experienced direct sales professional with more than 25 years of effective international and domestic leadership. Results oriented and ambitious. Optimistic, outgoing and, always looking for opportunities to have positive interaction with people. Known to be decisive, and to help organizations adapt to rapidly changing environments; and to empower and align individuals across an organization. Bilingual (Korean).

COMING SOON

JUSTIN MARTIN

"DUCK COMMANDER" DUCK DYNASTY

Justin Martin, also known as "Martin" or "Friar Tuck", is the General Manager at Duck Commander. He is best known for his appearances on the hit A&E reality series Duck Dynasty. When he's not keeping Duck Commander employees in check, you'll find him fishing for crappie or in the duck blind with his wife, Brittany Martin.



JUSTIN SMITH

PARTNER | CFO AMPLÉO

Justin Smith is a Partner and CFO at Ampléo, bringing over 20 years of experience in financial management across diverse industries, including transportation/logistics, SaaS, financial services, and restaurants. He specializes in driving financial results in high-growth organizations, with experience in capital raising, budgeting, forecasting, P&L management, and shareholder relations. Justin is known for his people-centered, collaborative approach, focusing on building productive teams, streamlining processes, and minimizing risks to strengthen company financial positions. During his time at Ampléo, he has helped various companies achieve double digit revenue growth and implement effective financial strategies. Before joining Ampléo in 2022, Justin served as the head of finance for a transportation/logistics company, where he helped grow company revenue from \$330 million to \$650 million in six years. In addition to his professional work, Justin actively volunteers with local youth sports and religious organizations, contributing to his community. He lives in Hooper, UT with his beautiful wife, Holly, and their four amazing children.



KACIE MALOUF

FOUNDER MALOUF FOUNDATIONS

Sam and I started the company in 2003, and it was just the two of us. I managed ordering, processing, packing, and even unloading containers of product. We ran it together for seven years, then hired our first employee. To formalize our charitable efforts, we founded the Malouf Foundation together in 2016, which I am very proud of.

As Sam and I built a team that could take on the day-to-day operations I was managing, I re-focused my energy on family and the Foundation. Our flagship cause is fighting child sexual exploitation, including sex trafficking and online exploitation. The board and I work to find creative ways to educate the public (like our OnWatch training), bring awareness to the cause, and create long-term shifts in perception and action.

I recently became a partner at Tamarac Capital, a private equity firm that specializes in venture capital. Young companies, those in Utah especially, are full of talent and great ideas, and I am very excited to connect with our next generation of businesses. I am especially looking forward to mentorship opportunities and hope to bring an interesting perspective, both because women are underrepresented in the VC world and because of my own entrepreneurial experience scaling Malouf from a two-person startup to where it is today.

Another new opportunity happened just this year when I joined the executive team at Downeast. I loved the design aspect of creating bedding products over the years and can't wait to expand those skills. I'll be diving into the apparel side of the business, specifically, I'm passionate about exploring more sustainable fabrics and practices that further support Downeast's commitment to high-quality women's clothing and our environmental impact.



KASEY EVANS

FOUNDER | MANAGING PARTNER LANE VC

Kasey Evans is the Founder and Managing Partner of Lane Venture Capital, a leading mobility & technology venture investment firm based in Utah. He is an accomplished Operating Executive, Board Member, and investor with demonstrated success primarily in transportation, electric vehicles, and mobility. Leveraging extensive experience in business development and finance, he is an asset for a business seeking rapid growth and in need of a subject-matter expert looking for help in high sales growth, financial strategy, M&A, capital raises, corporate restructures, expense reduction, and company culture. Kasey started as an operator before he was an investor. He held various executive leadership positions at large cap companies such as PACCAR, Pilot Flying J, and US Bank. He has also held pivotal operational and Board positions at smaller organizations such as Xos Trucks, GVW Group, Autocar Trucks, Einride, Comply365, and Serial 1. Kasey currently serves on the board in various roles at Vanderhall, Serial 1, Einride, Haleval, and PhoSul.



KASSI ROBERTS

BRAND SUCCESS FMR VOLCANIC PATTERN

Kassi Roberts is a dynamic brand strategist with a strong entrepreneurial spirit, having helped over 500 brands enter the retail space. With extensive experience across various product categories, she excels in brand-building and business-to-business sales, employing innovative strategies to connect brands with their target audiences. As a dedicated parent of three, including a child on the spectrum, Kassi embraces family life and the outdoors. Her active lifestyle—rooted in dance, running, surfing, canyoneering, and more—fosters a solution-oriented mindset. She also holds a BFA in dance from Utah Valley University, which adds a creative flair to her strategic thinking. With over a decade of experience working with startups, Kassi understands what it takes to build success. She wears many hats—handling billing, running sales teams, and developing strategies—all while maintaining a commitment to finding unique solutions for established and emerging brands alike. Kassi is a solution-oriented, creative, and thoughtful professional. Kassi is committed to building pathways for success. She is passionate about the hustle and dedicated to finding innovative, unique, creative solutions that turn dreams into reality.



KELLY M. SOBOTKA

CRO | MANAGING PARTNER VOX

With nearly 20 years of experience in the Logistics/Fulfillment Industry, I have the first-hand experience of what it takes to help customers be successful in getting their products to their customers and meet and exceed their expectations.



KENDRA GRATTERI

FOUNDER K2 VENTURES

E-commerce Entrepreneur with concentration in consumer goods, fashion and lifestyle products with experience at both high growth and early-stage companies. Especially interested in original, cross-genre digital projects with inspiring co-creators!



KRISTIN ANDRUS

COMMUNITY CHAMPION

Kristin Andrus is a community champion who advocates for women, children, and refugees within and beyond Utah. She is also Chief Culture Officer to her husband and six children. Kristin serves as a board member for the Ronald McDonald House Charities of the Intermountain Area and for UNDefeated, an organization serving underprivileged youth and single mothers in Uganda. Nonprofits count on Kristin for her social media and marketing savvy as well as her supernatural ability to get stuff done. With over 100,000 combined followers on 91,000 Instagram and followers, 12,000 YouTube subscribers, and live cooking segments on Utah's Studio 5, Kristin has built a platform for awareness and impact. Her musings on marriage and motherhood and her collection of 250 free home workouts offer love, light, and laughter for her social media community.



LEXI CUILLARD

**FOUNDER
KAXI**

Lexi Cuillard is the CEO and founder of KAXI.co, a hair *necessities* company sold at Free People, as well as at many salons and boutiques across the country. Lexi started KAXI on the night of her 21st birthday while she was studying business as a student at UVU in 2018.



LINDSAY ARNOLD

**DANCING WITH THE
STARS
THE MOVEMENT CLUB**

It goes without saying that as a Professional Dancer, movement has been an essential part of my life. I love the way movement makes me feel and the confidence it has given me.

I created The Movement Club to help inspire women of all ages and body types to fall in love with working out, but more importantly, with themselves again. Our bodies are incredible and deserve to be moved every single day without the pressure of achieving specific results. Everybody's goals are different, but my goal for you is to have fun and just move! I can't wait to have you be a part of The Movement Club!



LIZ FINDLAY

**FOUNDER
ALBION**

Liz Findlay is the co-founder and co-CEO of Albion Fit, one of the nations leading fitness, leisure, and swim apparel companies. Liz and Dave married in 2002 and co-founded Albion 10 years later as a plan "D" in 2012. Albion has a large and loyal social media community that grew from their innovative and unique approach to influencer marketing. Albion's speed to market strategy is unique in its class with its vertical operation, controlling manufacturing, design, marketing, sales and distribution all in house. Dave's original designs and aesthetic combined with Liz's marketing strategies allowed the Findlay's to bootstrap Albion, making Albion one of the few privately held apparel brands in their class today. The Findlays have twin daughters named after their grandmothers, Lucy and Linda, and live in Holladay, Utah just 20 minutes from the Albion Basin where they ski in the winter and hike in the summers.



LONDON LAZERSON

**FOUNDER | SOCIAL
MEDIA
FINAL BOSS SOUR**

London Lazerson has been going viral on social media since 2015. He's directed, produced, and edited thousands of videos, most of which are pretty funny. London took the strategies he learned from his creative director at one of Utah's fastest growing ad agencies role to destroy the TikTok game, gaining over 9 million followers and gaining 3 Billion views in just 3 years. London's newest venture Final Boss Sour - which he co-founded with the team who incubated Liquid Death and Dollar Shave Club - has become the most viral sour challenge in the world due to London's marketing know-how and unparalleled storytelling.



MIKE MAY

**FOUNDER
PINGORA**

Experienced business leader with a demonstrated history of working in the mining & metals industry. Skilled in Continuous Improvement, Metallurgy, Six Sigma, Manufacturing, and Lean Manufacturing. Strong business development professional with a BS Environmental Studies focused in Sustainable Business Practice from University of Utah.



MADELINE BECKER

**CO-FOUNDER CMO
IVY CITY CO.**

Madeline is a Texas-raised photographer, artist, marketing guru, and storyteller. After graduating college, she moved to Utah, fell in love with the mountains and decided to call it home. After five years in the marketing world, she followed the pull to put her heart into her own business and joined the Ivy City family. She loves learning, being silly, human-connection, romantic stories, traveling, and writing music next to her husband and little girl!



MANTI TEO

ENTREPRENEUR | NFL

Manti Te'o is a former 8-year NFL veteran and All-American linebacker for the University of Notre Dame. A native of Honolulu, Manti rose to national prominence during his collegiate years at Notre Dame, culminating in his final season, where he finished 2nd in the Heisman Trophy race and led the Irish to a national championship appearance. While in college, Manti was the victim of an elaborate catfishing hoax that was recently documented in Netflix's "UNTOLD: The Girlfriend Who Didn't Exist".



MARK BOOTHE

**CMO
DOMO**

Mark brings over 15 years of diverse marketing experience and is passionate about driving Domo's business growth through marketing initiatives. His mission is to empower all Domo customers and prospects with the insights and tools they need to make better business decisions and achieve their goals. In his previous role as VP of Community, Partner, and Field Marketing, Mark and his teams established new and strengthened existing programs to address customer pain points and create a greater sense of community. They also executed campaigns, programs and events that showcase the value of the Domo platform. Before joining Domo, Mark spent more than 10 years working in customer relations and marketing at Adobe and worked at Instructure as its senior director of customer marketing. He received his MBA from Utah State University and a bachelor's degree from Brigham Young University. Outside of work, Mark enjoys spending time with his family and traveling.



MARK STOKES

**PRESIDENT
COVESMART.COM**

Mark Stokes is an accomplished inside sales leader with many years of experience driving record growth for leading brands in the home security industry.

Mark currently serves as Executive Vice President & General Manager of Inside Sales at Alder Home Security, where he spearheaded the creation of inside sales and digital marketing teams from the ground up for Alder's new DIY home security business. Driven by an unrelenting passion for winning, Mark continuously leverages creative problem solving and team building to identify new opportunities, expand Alder's customer base, challenge the status quo, and discover operational efficiencies.



MARY BLECK

**SALES
WOODLAND TRADING
COMPANY**

A retail professional with over 25 years of business experience specializing in Home Furnishings, consisting in the sourcing, promotion and selling of products to the end consumer and wholesale sector. An accomplished, senior marketing professional with broad retail marketing experience in product development, strategic planning, buying, sales promotion and visual merchandising.



MATT DEIMUND

**CPO
DUDE PERFECT**

Sports business operator with experience driving commercial growth and operational transformation in leading private equity-backed companies. Best and most important job is being a husband to my beautiful wife and daddy to my 3 young and very active kiddos.



MATT NAVARRO

**PRESIDENT | CEO
STANLEY DRINKWARE**

Executive leader with a consistent track record of transforming business units and brands into high performing teams that deliver accelerated sales and profit growth. Versatile leader with a consistent history of building brands, developing go to market strategy, and bringing premium consumer experiences to life. Skilled in connecting brand vision, companies values, and strategy in order to deliver results. Multi-dimensional leader with a track record of building high performing teams and developing leaders. Expertise in developing comprehensive brand, commercial and product innovation strategies. Skilled at assessing capabilities, aligning the organizational structure and driving execution. Focused on creating accountability, managing performance, developing talent and sustaining a winning culture through high employee engagement



MATTY GAY

**CO-FOUNDER
PRIMO GOLF**

Matty Gay is one of the co-founders of Primo Golf. He started the company with his cousins back in 2020 and Primo has seen fantastic growth since then. Primo got their start selling "golf joggers" and creating clothing for "the athletic golfer". Now many people know about Primo from seeing golfers like Phil Mickelson and Grant Horvat wear the gear.



MCKENZIE BAUER

**CO-FOUNDER
THREAD WALLETS**

In 2015 McKenzie and her husband Colby founded Thread, a business that sells carry accessories online and in thousands of retail locations throughout the USA, Canada, Japan, and Latin America. Based in Provo, Utah their goal is to empower individuals to 'carry on' through both the products they sell and the lifestyle they promote. Since the early days, McKenzie gravitated toward the marketing aspects of their business and was the CMO until the spring of 2021 when she stepped back to pursue personal projects and to focus on their family. In the years that she was CMO, Thread was ranked one of the fastest growing companies in Utah and appeared twice on the INC. 500. McKenzie is a Forbes 30 under 30 alumni and was recently recognized as one of Utah Businesses Leaders of the Year.

McKenzie is a fearless advocate for women's equality and bettering the lives of minority individuals around the state of Utah. When she is not with her family or working on her own business, you can find her mentoring, cheering on, and championing other female entrepreneurs on their journeys.



MELANIE COX

**CEO
BACKCOUNTRY.COM**

Mrs. Cox is an experienced Board Member, CEO and Private Equity Operations Executive with a strong track record in developing and implementing sound business strategies that meet or exceed financial goals. She has both public and private sector board experience. Currently, she is a member of the board of Directors for the San Francisco Federal Reserve Bank, Salt Lake City branch, and she is the Lead Independent Director at Revolve where she chairs the Compensation Committee and is a member of the Audit Committee. Formerly, she was a Director at The Duckhorn Portfolio where she also chaired the Compensation Committee and was a member of the Nominating and Governance Committee. In her recent role as CEO of Backcountry.com she successfully navigated the suite of portfolio brands through Covid-19 disruptions while implementing new strategic directions by expanding the e-commerce company into Omnichannel retailer. She oversaw strong international growth and expanded and grew the vertical brand offerings resulting in 600% growth. At MBC Consulting her client list included Apex Partners, Versa Capital Management, Guardian Capital Partners, Kurt Salmon, CD&R, Hitachi Consulting, UBS, Investcorp, and AEA. She provides due diligence, business development and fills Interim President and CEO roles in addition to developing strategies and implementation plans for start-ups, early stage and well established brands. She has held Interim CEO roles in the skincare and medical device industries in addition to the fashion retail and wholesale segments. She was also an Operating Executive at notable Private Equity firms including Versa Capital Management, Cerberus Capital Management and Prentice Capital Management. Her diversified background includes driving significant revenue and profit growth, the completion of two mergers, as well as the recruitment of multiple senior management teams. She is a team builder and inspiring leader.



MELANIE JONES

**EDITOR-IN-CHIEF
UTAH BUSINESS**

I am a strategic and passionate leader, equally adept at big-picture vision and assisting the team with tactical execution. I've been called a "quick study," and my appetite for learning has made me the go-to for building programs from scratch or solving complicated problems no one else is owning. My leadership style is collaborative but also direct; I take responsibility for my teams' results while giving them the freedom they need to succeed. While I love the challenge of managing a large group, what I love even more is helping others excel in their own careers. That's why I'm always on the lookout for opportunities to promote, coach, and platform people. Through countless coaching clients, I have learned that insecurity is a performance inhibitor. As a leader, I actively look for ways to build confidence in my team and help them achieve their potential.

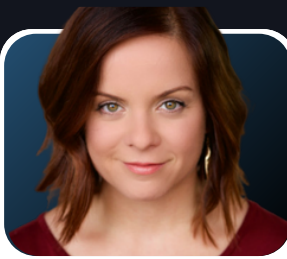


MICHAEL SORENSEN

**CEO | PRESIDENT
TROVE BRANDS**

Michael Sorensen is the President and CEO of Trove Brands and Trove Nutrition—two house-of-brands CPG companies known for their innovative, industry-leading products. Trove's portfolio includes Owala® the nation's #1 water bottle brand—and BlenderBottle®, the nation's #1 shaker brand, as well as Whiskware®, EcoBrite®, and the newly-launched Oath Nutrition® and Canoo Kids®. Trove's products are sold in virtually every major retailer and in over 90 countries, and have been praised by TIME, TODAY, SELF, and other leading media outlets for their forward-thinking design and impact.

In addition to his role at Trove, Michael is the bestselling author of / Hear You, translated into 14 languages. He has developed communication courses, hosts a podcast, and has delivered keynotes for organizations such as L'Oréal and the U.S. Navy, offering insights on effective communication and leadership.



MICHELLE LUCHESE

**CO-FOUNDER AND
CO-CEO
MANLY BANDS**

Michelle Luchese is the creative visionary and driving force behind Manly Bands, the trailblazing men's ring company redefining how grooms approach their big day. An NYU Tisch Graduate, Michelle's history as a performer, writer, and producer has aided the brand in coming up with award winning content. As Co-Founder and Co-CEO, Michelle brings her boundless energy, razor-sharp wit, and knack for brand innovation to every aspect of the company.

Her entrepreneurial journey began in 2016 alongside her husband and fellow Co-CEO, John, when they set out to solve a simple yet surprisingly universal problem: why were men's wedding bands so...boring? Together, they launched Manly Bands with a mission to provide rings as unique and bold as the men who wear them.

With Michelle at the helm, the brand has grown into an industry disruptor, offering an eclectic mix of materials like meteorite, dinosaur bone, and whiskey barrel wood, all paired with a healthy dose of humor and authenticity. Leading Operations, Products, and Sales, Michelle leads with heart, fostering a culture that celebrates creativity, collaboration, and fun times.

When she's not dreaming up the next big idea for Manly Bands, Michelle can be found making artisan lip balm, baking, making documentaries, or binge-watching her favorite TV series with John and their two adorable, but spoiled cats!



MIKE ALEXANDER

**CEO
BORBOLETA BEAUTY**

Experienced Executive with a demonstrated history of working in the cosmetics and consumer industry. Highly skilled in Business

Development and getting deals done. Leadership, Vision, Strategic Thinker, Storyteller, with strong relationship building skills. Master of Business Administration (M.B.A.) focused on International Business from Westminster College, SLIC Utah and HTW Saarland, Saarbrücken, Germany.



MIKEL CHERTUDI

**CO-FOUNDER | CEO
WARRENTY HIVE**

Marketing & Sales GTM Executive with 20+ yrs industry SaaS leadership (Adobe | ADBE) and hyper-growth phase exits (Omniture | OMTR).

Head of Growth & Digital at Adobe deploying PLG & PLS customer growth strategies transforming ADBE into a top 5 Cloud Market Cap \$250B+ growing from \$3B to 10B+ in ARR.

Vice President of Growth & Demand at Omniture deploying "Demand to Brand" strategies delivering 10X ARR growth from \$40M to \$400M in < 4 years & successful IPO through to successful acquisition by ADBE.



MIREK BORUTA

**SR. DIRECTOR
FEASTABLES**

Proven ability to learn quickly and significantly contribute in a fast-paced, technology-driven environment. Self-starter with excellent oral and written communication skills, management skills, interpersonal skills and good judgment. Team player respected for product knowledge, problem-solving skills and the ability to consult with clients in volatile situations.



**STEPHANIE
HOLDAWAY**

**OWNER
GATEHOUSE NO. 1**

Stephanie Holdaway is the Owner and Creative Director of Gatehouse No.1 Furniture & Design, a premier 10,000-square-foot studio in Orem, Utah. With over 30 years of experience, she has made Gatehouse a leader in luxury furnishings and interior design, collaborating with top manufacturers and shaping industry trends.

A BYU and Ensign College graduate, Stephanie launched her entrepreneurial journey in 1996, rebranding a small boutique into Gatehouse No.1 in 2003. Today, the brand has a national presence with a thriving online store and a sought-after design team working on homes across the U.S.

Beyond interiors, Stephanie is known for her curated holiday décor collections and her community-driven initiative, Gatehouse Loves Local, supporting small businesses. She lives in Provo, Utah, with her husband, Douglas, their three children, and two French bulldogs, Coley and Bruno.



MONICA DELGROSSO

**CO FOUNDER
K'LANI**

Monica Kaiulani Delgrosso is the Co Founder of K'Lani, the dual purpose bracelet that doubles as a hair tie. The idea of replacing the boring black hair tie worn on the wrist came to Monica in January 2021—before any other products in this category existed. Together with her business partner, Katie Moss, and their husbands, K'Lani was launched and has since grown into a thriving brand. K'Lani hair tie bracelets are now available in over 2,500 retailers internationally, alongside a strong direct-to-consumer e-commerce presence.

Passionate about product development, brand growth, and innovation, Monica brings valuable experience and insight into getting a product from concept to consumer quickly and efficiently. She lives in Draper, Utah, and loves spending her free time on a boat, traveling, scuba diving, or enjoying the outdoors with her husband, Brandon Delgrosso, their four sons, and two daughters-in-law.



NATE CHECKETTS

**CEO | CO-FOUNDER
RHONE**

Nate Checketts is the CEO and Co-Founder of Rhone, a premium men's performance lifestyle company that creates products that are engineered for comfort, durability, and versatility. With over nine years of experience in leading and growing Rhone, Nate has established a strong vision and strategy for the brand, overseeing all aspects of the business, from product development and marketing to operations and finance.

Nate has a passion for entrepreneurship, sports, and wellness, and leverages his skills and expertise in new business development, online marketing, and e-commerce to create a unique and compelling value for Rhone's customers. He is also committed to giving back to the community and serves as the Chairman of the Board for Beyond Type 1, a non-profit organization that empowers and supports people with Type 1 Diabetes. Nate holds a BA in Finance from Brigham Young University and speaks fluent Italian.



NATE RANDALL

**CEO
GABB WIRELESS**

**Optimist. People-first leader.
Team builder. Collaborator.
Brand storyteller.**

**Lucky husband & dad. Golfer.
Fly fisherman. Music
enthusiast.**

**Currently serving as CEO at
Gabb, a safe tech company for
kids and teens.**

**My career includes twenty-
plus years in sports and tech
marketing, brand building,
and sales growth at leading
brands like Nike, Callaway
Golf, the Utah Jazz, and
Qualtrics.**



MAYCI NEELEY

**CEO & FOUNDER
BRAND CONSULTANT &
SOCIAL MEDIA
BABYMAMA**

**I am the Co-CEO and Founder of
BabyMama. BabyMama is natal
nutrition for women on their journey
through motherhood and beyond. I
am also a brand consultant and
social media content creator.**

**Check out my personal blog below
where I talk about being a former
single mom, student and D1 tennis
player! Featured on The Daily Mail,
The Sun, Buzzfeed, People, Motherly
and Inside Edition.**



**NATHAN
WIGGLESWORTH**

**CEO
WIGZ ENTERTAINMENT**

**Founder of WIGZTM, a creative
advertising agency that specializes
in connecting brands to culture
through sports, fashion, music, and
art. WIGZTM was founded in 2021,
and currently serves brands such as
Nike, Jordan, Fanatics, NBA, and
other global brands. WIGZTM also
works with athletes and artists to
help them develop their own brands
into market.**

**Nathan has been recognized at all
the leading industry award shows
including Cannes, One Show, D&AD,
and previously worked at some of
the most prestigious creative studios
in the world, such as Wieden+
Kennedy, Anomaly, and Mother. He
currently lives with his wife and two
sons in-between Miami and New
York. In his spare time he is a lover of
boxing, samurai movies, and fashion
design.**



NICEA DEGERING

**TELEVISION NEWS ANCHOR |
HOST
ABC4**

**Nicea DeGering has been a
television news reporter and
anchor on ABC4, and now co-
host of the Emmy award
winning morning show Good
Things Utah for more than
twenty-five years in Salt Lake
City. She has covered stories
like Elizabeth Smart's
disappearance and the 2002
Olympics, and interviewed
everyone from presidential
candidate Mitt Romney to
country music superstar Garth
Brooks. In her spare time,
Nicea can be seen and heard
on local and national tv and
radio commercials, traveling
with her two beautiful
daughters, navigating a new
recipe, or out jogging with her
favorite child - a Goldendoodle
named Miles.**



NICK KOUMALATSOS

**FOUNDER
JOHNNY SLICKS**

**Nick Koumalatsos is a seasoned
entrepreneur and business coach with a
background in Special
Operations. A driving force in the world of
business, Nick founded Johnny Slicks, a
booming organic
grooming brand, and leads Agoge, a
high-impact coaching program
designed to skyrocket business
success. His expertise lies in scaling
businesses, smashing through growth
barriers, and building
formidable teams. In collaboration with
Core Medical Group, Nick also
emphasizes a holistic approach to
men's health, including Hormone
Replacement Therapy (HRT). Whether it's
through his books, coaching
programs, or speaking engagements,
Nick empowers leaders and
entrepreneurs to dominate in their
respective fields. Unlock your potential
with Nick Koumalatsos—the
entrepreneur, coach, and leader who
not only talks the talk but walks the walk.**



NICOLE TANNER

**FOUNDER
SWIG**

**Hi I am Nicole Tanner. I am the
Founder of Swig. We sell
customized drinks and
delicious cookies and treats.
We opened the doors to our
first store April 2010 in St.
George, Utah and grew it to 16
locations by 2017. That's when
we met Andrew and Shauna
Smith of Four Foods Group now
known as Savory Restaurant
Management to bounce off a
couple of ideas of where Swig
should go from here and
ended up partnering with
them. Since then we have
grown to 40 locations in Utah,
Arizona, Idaho, Oklahoma and
now Texas with the first store
opening there last week. And
many many more locations to
come!**



PARKER BUSHNELL

**DIRECTOR OF RETAIL
UTAH JAZZ**

**I am a passionate, creative,
empowering retail and analytics
professional with over a decade of
experience in professional sports
retail. I care about t-shirts, hats,
hoodies, nick knacks, jerseys, in
short, I love retail. My investment in
my collection of jerseys and decade+
of work is just a sample of the
fascination I have with this industry.
I've authored business plans,
executed in-house and third-party
retail transitions, and launched
multiple brand changes. I'm proud to
lead an incredible team that holds a
multitude of league, team, and
building records (NHL, NBA, MiLB,
events), highlighted by the NBA All-
Star Game Revenue Record and NHL
Single Game Revenue Record. I consistently
look to lead, cultivate, build, and
enhance the retail and brand
experience for fans of our teams and
those on my team.**



PAUL STONE

**PRESIDENT | CEO
SPORTSMAN'S
WAREHOUSE**

**Paul Stone is a highly experienced
executive with more than 30 years of
leadership experience in the retail
space. Prior to joining Sportsman's
Warehouse, he served as President
and Chief Operating Officer of Hertz
Global Holdings, Inc. (Nasdaq: HTZ)
from October 2021 to September 2023
after previously serving as Interim
Chief Executive Officer and on the
Board of Directors from May 2020
and October 2021. He previously
served as Hertz's Executive Vice
President and Chief Retail
Operations Officer for North America
from March 2018 to May 2020. Prior to
joining Hertz, Mr. Stone served as the
Chief Retail Officer of Cabela's Inc.,
an outdoor outfitter retail company
from November 2015 to December
2017. Prior to joining Cabela's, Mr.
Stone spent 28 years with Sam's
Club, a retail warehouse subsidiary
of Walmart Inc., in various
leadership roles, where he ultimately
oversaw a P&L of approximately \$18
billion and 30,000 employees.**



PETE SHELTON

**CRO
FULLCAST**

Pete Shelton is an experienced sales leader currently serving as Chief Revenue Officer at Fullcast since February 2025. Prior to this role, Pete held various senior sales positions at Domo, including SVP of Sales for the Americas and VP of Enterprise Sales, from April 2023 to February 2025. At Simplus, from September 2017 to April 2023, Pete advanced through roles including EVP of Sales for North America. Pete's earlier career includes significant positions at Adobe, where responsibilities ranged from AVP of Enterprise Sales West to Enterprise Account Executive, as well as strategic roles at DirectPointe and New Horizons Computer Learning Center. Educational accomplishments include a degree in Business Information Systems from Utah State University.



JENNIFER AFFLECK

INFLUENCER

Jen Affleck is 25 years old. She is the mother of two children, Nora and Luca. Jen takes her role as a mother seriously, and her love for her children is a predominant theme on her social media. Jen wrote on her Instagram, "I never knew how much I'd love being a mama, I really do think it's my purpose." Jen became a mother early, welcoming her first child at 21.



RACHEL NILSSON

**CEO | FOUNDER
RAGS**

Rachel Nilsson, the visionary founder and CEO of Rags, formerly recognized as Rags to Raches, embarked on her journey in the realm of children's clothing with an unwavering emphasis on functionality, fashion, and impeccable fit.



REID COVINGTON

**CO-FOUNDER
AMPERE**

Reid Covington is an energetic entrepreneur with a history of helping companies realize and accelerate their growth. Reid has a passion for digital marketing that has helped him raise \$70M+ via Crowdfunding and build multiple 7-figure eCommerce businesses.



ROBERT PEDERSEN

**CO-FOUNDER
ZAGG**

Robert G. Pedersen II is an accomplished entrepreneur, visionary, and brand strategist with a proven track record of building and scaling successful businesses. In 2005, he co-founded ZAGG Inc., a leading mobile accessories company, which he rapidly grew to over \$260 million in annual revenue and successfully took public on NASDAQ. Robert served as ZAGG's CEO and Chairman until his departure in 2012. Since then, Robert has served as a strategic advisor and consultant, helping companies accelerate growth through innovation, marketing, product development, and brand positioning. His portfolio includes ventures such as LuMee, where he collaborated with major influencers including Kim Kardashian and secured retail partnerships with Apple and Nordstrom; Carliha, a luxury bamboo-based bath and bedding brand; Del Sol, its sister retail brand; Co-Dx, a publicly traded molecular diagnostics company; and Albion Fit, a leading women's apparel and lifestyle brand. Robert's achievements have earned national recognition, including the 2009 Ernst & Young Entrepreneur of the Year Award, the 2012 National Golden Stevie Award, and Utah Business Magazine's 2012 CEO of the Year. He has been featured on prominent platforms such as CNBC's Mad Money and CBS Street, and he remains passionate about mentoring entrepreneurs and exploring new business opportunities. He holds an MBA from Brigham Young University, and in 2009, he and his wife Kim founded The Pedersen Family Foundation. Robert lives with his family in Holladay, Utah.



ROMNEY WILLIAMS

**CEO | BOARD MEMBER
DRYOUT**

"In basketball, you can't coach height. In business and life, you can't coach passion." I say that laughingly, but it's true...

- Recruited as CEO four different times by start-up founders to lead their companies (if you've read "Rocket Fuel" by Gina Wickman, I'm an "Integrator").
- Focused on WHY, then WHO, then WHAT -- It's all about the mission and the team!
- Led explosive growth, speed to market, and category brand leadership for multiple disruptive start-up ventures (e.g. MIT spin-off acquired by public company).
- Quoted in the media as an expert in entrepreneurship, been featured in a Harvard Business School case study by New York Times best-selling author Clayton M. Christensen, and been a guest presenter at institutions such as The Amos Tuck School of Business Administration at Dartmouth College.
- Secured tier-1 brand partnerships (e.g. Star Wars, Disney, First Data).
- Generated millions of dollars' worth of revenue high-profile media coverage in 36 countries, including The Oprah Winfrey Show, The Wall Street Journal, Business Week, CNN, ABC's "The View", CNET, The New York Times, Wired Magazine, and USA Today.

When not working, I can be found spending time with my wife and kids, mentoring youth or aspiring entrepreneurs, eating (yes, I love to eat!), or wishing I were at Fenway Park or traveling internationally (having lived in Italy, France, and Switzerland).



ROXANNE BENNETT

**CO-OWNER
PINNERS CONFERENCE**

I am a business owner who loves to see other businesses succeed. At Bennett Events we create events and trade shows that help people and companies connect in a face to face environment with your ideal clients.



RYAN CHRISTENSEN

**SENIOR SALES
DIRECTOR
FULLCAST**

With sales ingrained in their DNA, Ryan is a top-performing executive renowned for exceeding ambitious quotas. Over a career spanning nearly two decades in licensing and consulting services — including over 10 years in the Salesforce ecosystem — he has developed a reputation as a trusted advisor who prioritizes integrity and deeply understands his clients' needs. As Senior Sales Director at Fullcast, Ryan leverages his extensive experience to empower RevOps leaders with strategic solutions for predictable revenue growth. Before Fullcast, he spent over six years at Simplus, an Infosys Company, driving \$60M+ in direct revenues. His experience includes impactful roles at Salesforce, Adobe, EVault, and Mastercard. By fostering strong, enduring relationships with global clients, Ryan drives substantial revenue growth through repeat business. His strategic approach seamlessly transforms tactical opportunities into transformative successes. Passionate about guiding organizations through digital transformation, he finds great fulfillment in witnessing clients achieve remarkable outcomes.



RYAN MOSS

**CEO
LITTLE GIANT LADDERS**

Ryan Moss is the CEO of Little Giant Ladder Systems, a leading manufacturer of innovative ladders and climbing equipment. With over 15 years of experience in the industry, he has demonstrated exceptional leadership and expertise in driving strategic growth and operational excellence.



RYAN STARKS

**EXECUTIVE DIRECTOR
UTAH**

Ryan Starks was appointed executive director of the Governor's Office of Economic Opportunity by Governor Spencer J. Cox on January 12, 2023. In this role, Starks oversees Gov. Cox's vision of providing economic opportunities for all Utahns. The office supports business, industry, and community growth through various financial incentives and grant programs. The office fosters innovation and entrepreneurship, supports targeted industries, promotes responsible tourism, and works to strengthen Utah's diverse workforce. Starks was previously the managing director of growth and innovation in the Governor's Office of Economic Opportunity, overseeing business expansion programs and partnerships, rural economic development initiatives, and the state's international trade and diplomacy efforts. He also serves as an honorary commander of the 419-fighter wing at Utah's Hill Air Force Base. Previously, he has worked for the U.S. Government Accountability Office (GAO) in Washington, DC, as the executive director of the Heber Valley Chamber of Commerce, and as the founding director of the Wasatch Center for Advanced Professional Studies (CAPS) – an innovative workforce partnership between students and industry. He also taught as an adjunct professor of management for 10 years in the BYU Marriott School of Business. Starks earned a bachelor's degree from Weber State University, where he served as student body president, and a Master of Public Administration degree from BYU. He earned a certificate in economic development from the University of Oklahoma and a certificate in entrepreneurship and innovation from Harvard University. Starks, his wife Amy, and their four children reside in South Jordan.



SADIE BOWLER

**CO-FOUNDER | CEO
SADIEB**

In 2022, my sister Abby and I started SadieB Personal Care. A public benefit corporation selling direct to consumers online earth-friendly shampoos, conditioners and other personal care products developed specifically for GenZ girls, focused on their activities and aspirations and not unhealthy standards of beauty. SadieB addresses the teen mental health crisis among girls through an innovative product approach, official partnership with Girl Up UN Foundation, and Mental Hygiene messaging through a certified therapist on Instagram + Tik Tok.



SAM ALEXANDER

**CEO | OWNER
PMD BEAUTY**

Management, Strategy, Marketing, Sales and high growth.

Specialties: Management, Strategy, Vision, negotiating, Beauty tools, Skin care, Prestige Retail, E-commerce, Search Engine Marketing, Social Media, youtube marketing, Blog networks, affiliate marketing, website analytics (Google Analytics and Omniture SiteCatalyst), SearchCenter, and Test&Target.



SAMI LAYADI

**PROFESSIONAL
ATHLETE
SURVIVOR**

I have worked in the production side of sports for just under 2 years and have learned proficiency in several skills such as camera operation, graphics, control room operations such as replay, etc. I have done all of this for NCAA sanctioned Division I programs at an athletic powerhouse university in Brigham Young University. I was also lucky enough to be a contestant on the CBS reality show "Survivor" in the show's 43rd season!



SANDI HENDRY

**CEO
MINKY COUTURE**

Sandi Sumner Hendry, a native of Orem, Utah, has always been known for her warm personality and inner and outer beauty. She earned a degree in Education & Business from Brigham Young University and taught for 30 years. After retiring, she worked in HR for Mountain View Title, which she co-owned with her husband. In 2009, Sandi founded Minky Couture after designing a cozy, fashionable blanket for her sick daughter. The blankets quickly became a hit, leading to the creation of a successful brand with over 250 employees and six retail stores in Utah. Sandi's leadership and passion for her products have earned her numerous accolades, including Ernst and Young's 2019 Entrepreneur of the Year and the 2020 Women in Business Athena Award. Minky Couture has also received the "Best of State" award multiple times. She is known for her generosity, especially through her "Heart of Minky" program, which donates Mini Minky blankets to NICUs across the country. Sandi's business success is matched by her love for giving back, making her not only a successful entrepreneur but also a cherished friend and community leader.



SCOTT ANDERSON

**CHAIRMAN
ZIONS BANK**

Scott Anderson serves as chair of Zions Bank's Advisory Board of Directors. He recently retired from his role as president and CEO of the bank, a position he held for 26 years. Under his leadership, average deposits grew to \$24.3 billion, and average loans grew to \$14.8 billion. During the same period, the bank's year-end net revenue increased to \$891 million. Anderson is involved in numerous community initiatives and serves on several non-profit and for-profit boards. He has also served as the chair of the American Bankers Association. Anderson is married to Jessie Barlow, and they have three children and eight grandchildren. He received his bachelor's degree from Columbia University and his master's from Johns Hopkins University.



SCOTT HOLMES

**FOUNDER
TETON SPORTS**

Scott Holmes has three decades of experience in global trade. He is the founder and CEO of Teton, a global brand of camping gear headquartered in Utah. Scott is also the co-founder and Chairman of MENA Group, a master distributor of global brands in the Middle East and North Africa. He maintains an ever-expanding commercial real estate portfolio. Scott serves on the advisory board of World Trade Center Utah, chaired by Ambassador Jeff Flake. Scott is passionate about the outdoors, especially road biking and trail running. Having lived in both Mexico and Puerto Rico for several years, he speaks, reads and writes fluent Spanish. He and his wife, Christine, have eight children and a growing number of grandchildren and reside in Highland, Utah.



SCOTT L. HYMAN

**CEO
RC WILLEY**

Scott was named the Chief Executive Officer of RC Willey in February 2001. He has been with the company for 38 years serving as the controller for 9 years, the Chief Financial Officer for 5 years and CEO for 24 years. Scott was a CPA who worked in public accounting with the national accounting firm of Grant Thornton in their Salt Lake office prior to joining RC Willey. He was formally educated at Brigham Young University earning his undergraduate degree in accounting. He also graduated from the University of Utah with his MBA. He has served as the past Chairman on the Board of Directors of the Salt Lake City Branch of the Federal Reserve Bank of San Francisco. He was also past Chairman on the Board of Governors of the Salt Lake Chamber of Commerce. Scott also serves as Chairman of the Board of the NATM Buying Group, the largest appliance and electronics buying group in the nation. RC Willey is a retailer of furniture, electronics, appliances, and flooring. They are also a financial institution as they provide consumer credit to their customers. They currently employ over 2,300 associates with stores in Utah, Idaho, Nevada, and California. The company was privately held until May of 1995 when Warren Buffett of Berkshire Hathaway purchased the company. Scott grew up in Provo, Utah and has been married to his wife Allison for 42 years; they have 5 children and 14 grandchildren. They currently reside in Kaysville, Utah.



SCOTT PORTER

FOUNDER | CEO

I help purpose-driven, legacy-minded CEOs, leaders and brand stewards leverage the power and potential of breakthrough culture and brand/customer experience to thrive.

When 80% of CEOs believe they are nailing the brand experience but only 8% of their customers agree, this is a huge disconnect and yet a powerful opportunity to reconnect with customers in meaningful ways by designing a positive—and even extraordinary—experience.

From the businesses I've run in the nursing home, luxury airline and gourmet food industries, I've implemented simple, positive brand and customer experience principles to create extraordinary experiences that have been the hallmark of our success.

I've seen firsthand the dramatic impact positive experience design has on increasing profitability, efficiency and competitive advantage (in one year, bankruptcy to \$4.5M revenue in a market with 200 direct nursing home competitors), building fierce loyalty with our team and clients (Net Promoter Score of 91 in the airline industry with an NPS average of 15), and stimulating personal and organizational fulfillment and happiness.

As CEOs, leaders, volunteers, family members, influencers—we are brand stewards with responsibility over our companies, organizations, churches, families and even personal brands.

We have a tremendous opportunity to design positive experiences that not only yields transformative business results (40% more customer spend, 15% revenue increase, 20% cost reduction, 500% increase in loyalty) but effectively make the world a happier place one human-to-human interaction at a time while creating a lasting personal legacy as a force for good.



SEAN KANE

**CEO | FOUNDER
HONEST CO. | HELLO
BELLO**

Father of 3 and Husband to an amazing Wife, an entrepreneur at heart and operator by nature, my passion is rooted in building and leading effective teams as well as developing ideas into successful and innovative products and businesses.

MBA, University of California, Los Angeles - The Anderson School of Management

BSA, Loyola Marymount University

Board of Regent, Loyola Marymount University

CPA, Inactive, California

EY Entrepreneur of the Year Award Winner



SCOTT LEWIS

**CEO | PRESIDENT
HARMONS**

Scott Lewis, President and CEO of Harmons, has dedicated over 25 years to advancing the company's mission and growth, progressing from an entry-level role to executive leadership. Known for his strategic vision and deep expertise in the grocery sector, Scott excels in aligning Harmons' core values with market-driven innovations, enhancing customer satisfaction, and driving operational excellence. His leadership is marked by a focus on relationship-building and workforce development, which has been crucial in navigating industry shifts and maintaining Harmons' reputation for quality and service in a competitive marketplace.



SEAN KENNEDY

**SENIOR VP
ULTRADENT PRODUCTS**

I am the Sr. Vice President at Ultradent responsible for our global marketing efforts. I have a passion for identifying market opportunities, conducting detailed market research, and creating relevant, differentiated brands.



SEAN LUANGRATH

**CEO | ADVISOR
INERGY SOLAR**

Sean Luangrath is the CEO of Inergy Solar, a renewable energy startup that designs and manufactures the world's most portable energy storage solutions. With over 15 years of experience in leading and growing high-tech businesses across multiple continents and sectors, Sean has a proven track record of delivering innovative products and services to customers worldwide.

As a refugee from the Vietnam War, Sean is passionate about making a difference in the lives of the 700 million people in the world living without electricity. He believes that providing affordable and accessible solar power to everyone, everywhere, can empower them to improve their education, health, and livelihoods. Sean also serves as an executive board member of REDI, a regional economic development organization, and an advisory board member of Volcanic, an online platform for outdoor brands and retailers. Sean holds an MBA from UC Berkeley and Columbia University, and a BS in International Finance from BYU. He speaks Chinese and Laotian.



SEAN REYES

**FMR ATTORNEY
GENERAL
UTAH**

The Honorable Sean D. Reyes served three terms as Utah's 21st Attorney General and was the first minority in Utah history to serve in any statewide elected office. He was appointed in 2013 to clean up an office rocked with scandal and allegations of corruption at the highest levels of the Office. Sean quickly won bi-partisan support, reclaimed the positive image of the Office through significant court wins and visionary initiatives.

He won re-election in 2014, 2016 and 2020. Sean is among the most dynamic and successful young professionals in the country today. He has been recognized nationally and internationally for his legal skills, leadership and unparalleled commitment to public service.

In 2020, he was recognized by the White House with an Award of Commendation for leading bi-partisan initiatives to protect children, families, seniors and veterans from threats such as suicide, human trafficking, opioids, white collar fraud and many other crimes and threats to America.

After graduating summa cum laude from Brigham Young University in 1994, Sean earned his law degree with honors from U.C. Berkeley in 1997.

For years, Sean has maintained - Martindale-Hubbell "AV" rating, the highest ranking possible as determined by peer ratings.

Sean was honored as the first-ever National Outstanding Young Lawyer by the American Bar Association, a distinction bestowed on one lawyer out of millions nationwide. Sean was also recognized as the Utah Young Lawyer of the Year, one of the forty most influential business leaders under the age of forty and the first recipient of Brigham Young University's Distinguished Young Alumnus Award. While many dozens of awards, honors and recognitions have been bestowed upon him, he is particularly proud of his National Eagle Scout Award.

Sean and his wife, Saysha, currently live in Utah and are the proud parents of 6 children.



SHANE RICKARD

**CEO
HARMON BROTHERS**

Experienced Producer with a demonstrated history of working in the marketing and advertising industry. Skilled in Photography, Event Planning, Microsoft Excel, Customer Service, and Microsoft Word. Strong arts and design professional graduated from Utah Valley University.



SHAWN STALLINGS

CEO AMPLIFI.IO

Find & work with influencers on gifted + commission only partnerships with Ampifi.

Beyond business, my time is spent with my family (I'm married to an amazing woman, and we are blessed with 2 beautiful girls & 1 amazing boy) and my faith.

I love the mountains, traveling, and Greek food.



SPENCER CANNON

VP OF GROWTH BUWEL0 BPO

Serial entrepreneur and leader in the Business Process Outsourcing industry for nearly two decades. As a founder and sales leader in multiple start-ups, Spencer is currently preparing to launch his first products company and is eager to both contribute and learn more from this community.

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SPENCER ECCLES

CO-FOUNDER THE CYNOSURE GROUP

Before co-founding The Cynosure Group, Spencer was Executive Director of the Utah Governor's Office of Economic Development, overseeing business, tourism, international trade, and the Utah Health Exchange. He has served on various boards, including the Governor's Economic Council and the Utah Capital Investment Board. Spencer is an advisor to the Salt Lake Chamber and chairs Utah Rising, a strategic economic plan. He also serves on multiple boards, including the University of Utah's National Advisory Board and the Utah Homeless Services Board. Spencer helped develop events for the 2002 Winter Olympics and is part of the organizing committee for the 2034 Olympics. He manages multiple family foundations and holds an MBA from BYU and a BA from the University of Utah.



STAN SORENSEN

PRESIDENT | CMO ALTABANK

Stan Sorensen is Senior Vice President and Chief Marketing Officer at Altabank, Utah's largest community bank. He has a diverse marketing background that includes enterprise software with two Fortune 500 companies; consumer and enterprise software startups; and healthcare. He joined what was then People's Intermountain Bancorp in 2019 to consolidate 3 operating banks into a single brand, which became Altabank. In addition to marketing he is responsible for the bank's partnerships and community relations/charitable giving. Stan is a graduate of the University of Puget Sound in Tacoma, WA. He holds a Certificate in Finance and Accounting from the University of Washington, and is a graduate of the Utah Bankers Association Executive Development Program. He serves on the Board of Trustees of the Utah Symphony and Opera, and on the Intermountain Health Foundation Utah County philanthropy board.



STERLING JONES

CO-FOUNDER JO-JO'S CHOCOLATE

JOJO'S is on a mission to reduce America's sugar intake by 50%. I started JOJO'S for two reasons; spread love through my mom's inspiring story of Love, Optimism, Faith, and Fight. Second, help people fight sugar cravings.

After 7 years of fighting cancer my mom, Jojo, passed away in December 2019. This has inspired me to continue to spread love and fight sugar!

Since starting in our home kitchen with \$500 we have launched into over 3500 stores nationwide including Sprouts, Costco, Walmart, BJ's, Wegmans, Whole Foods(RM Region), SEG, Harmons, CVS, Albertsons/Safeway, Hy-Vee, Earth Fare, Harris Teeter, Thrive Market, and others. Above all that, we are building a team of incredible people who are committed to reducing America's sugar intake!



STERLING SNOW

CO-FOUNDER | CEO REDO

Sterling Snow is the co-founder and CEO of Redo, a post purchase platform that offers merchants premium return service to their customers. Previously, Sterling served as Chief Revenue Officer at Divvy, where he oversaw the customer pipeline, implementing a unique, integrated approach to sales and go-to-market that contributed to the company's strong growth, helping over 4,000 businesses spend smarter. Before Divvy, Sterling was Director of Marketing at Jive Communications. In his role at Jive, he built and led teams focused on analyst relations, competitive intelligence, events, demand generation, and partnerships. Sterling is also a Venture Partner at Pelion Venture Partners and an active Angel Investor.



STEVE HALE

VENTURE SCOUT

Steve is a Venture Scout for Headline identifying Series A and B investments while building his next venture in the better-for-you CPG space. Prior, he led finance and operations for Album VC and founded a peer-to-peer housing exchange called SellThatContract.com. Steve is trilingual (English, Spanish, and Portuguese) and has a passion for social impact having volunteered in Mexico as a microenterprise educator. He also served as a TCIP Panelist for the Governor's Office of Economic Development in Utah to help allocate startup grants.



SUSANNAH DUKE

GM AT REDO, PRINCIPAL AT PELION VENTURE PARTNERS

Susannah Duke, a highly accomplished individual with a background in environmental science and finance, has achieved success through her unwavering dedication to hard work, confidence, and networking. Now working at Pelion Venture Partners as a Principal.

As a former college soccer player she has drawn from her experiences as she transitioned into the finance world. Duke firmly believes in the importance of hard work, confidence, and networking in achieving success. She emphasizes that effort trumps intelligence and that with confidence and competitiveness, one can catch up to anyone.

She also underscores the significance of networking, both within and outside one's existing network, and encourages students and athletes to leverage their time in school to forge valuable connections.



SUSAN PETERSEN

**CHAIRWOMAN
FRESHLY PICKED**

Freshly Picked was started by Susan Petersen sewing late nights at her kitchen table in 2009. She discovered a lack of cute baby shoes that wouldn't fall off her little one's feet. With that in mind, Freshly Picked was born. Her first pair of leather moccasins were created from yard sale scraps to fit her baby boy's chubby feet. With over a million pairs sold, Susan and her team haven't lost sight of what matters: they are proud to empower moms with beautiful and functional products.



TAYLOR HOLIDAY

**FOUNDER
COMMON THREAD
COLLECTIVE**

Taylor is a former athlete who lucked into entrepreneurship. He believes the internet is an incredibly powerful way to sell products, so he spends most of his time helping people do that. He has an amazing wife and three kids who are his world.



TAZ MURRAY

**FOUNDER
TRU-FRU**

Together with two business partners, Taz started Tru Fru, a chocolate-covered frozen and freeze dried fruit concept in late 2017. Taz and his partners grew, operated, and financed Tru Fru without outside capital and sold it to Mars in 2023. Prior to Tru Fru, Taz owned and operated Alpine Confections, a confections manufacturer with plants in the US, Poland, China, Canada, and Guatemala. With Fannie May as the flagship brand in Chicago, Alpine confections consisted of regional brands including Harry London, Bogdon Candy, Dynamic Confections, Kencraft, and Maxfield Candy. Taz and his business partner sold Alpine Confections to 1800FLOWERS in 2008. Taz earned his bachelor's degree in accounting from BYU in 1985, worked four hard years in public accounting, then earned his MBA at Harvard Business School in 1991. He served a mission in the Philippines, Cebu. His hobbies include anything outdoors, travel with family and friends, movies, and sports. Taz and Tammy have been happily married since 1986 and have five children.



THOMAS BISHOP

**FOUNDER | CEO
PALEBLUE**

I am a builder and problem solver; a business, product development, manufacturing and operations leader. I've been fortunate to be involved in bringing some amazing products to market with some of the best people and teams you could ever hope for and currently advise for Trova and Bringit.org.

I spent 11 years on the ground in China helping develop teams and products and supply chains and have lead some amazing teams here in the USA. My experience is broad across business, operations, development and creation of product combined with a hands-on holistic understanding of manufacturing.

I studied physics and materials science in school, and learned my craft by working on tough projects with tough people. I specialize in business and manufacturing love most building products and teams. The key to my success has been exceptionally good luck in landing with companies and working on products that I have personal passion for and to be surrounded with people with whom I share these common passions.

Specialties: Hardgoods and consumer products development, operations, manufacturing, team building and management, product development, product commercialization, contract manufacturing, Quality management, China-side supply chain management, manufacturing systems, organizational development, manufacturing process development and troubleshooting, fluency in Mandarin Chinese



TIFFANY VAIL

**CO-FOUNDER
WANDER**

Highly creative leader with extensive experience in managing finance, operations, human resource, and business strategy using innovative strategies and solutions resulting in profitability growth and operational excellence. I have an accomplished career spanning over 15 years working in high-growth markets, while successfully serving in a variety of line and staff leadership roles, managing teams to increase productivity, and accelerating collaboration.

I'm proactive at driving process changes, change management, and disruption while integrating digital & consumer-focused solutions for sustainable growth. I have vast knowledge in contract negotiation, hiring, recruiting, payroll, accounts payable, accounts receivable, accounting, corporate agreements, executive initiatives, office management, and customer service. I have been able to significantly enhance the brand equity, market share, and stakeholder value for the organizations I have been a part of and I have the capacity to bring structure within chaos and translate different points of view into a strategic plan.

I bring value by positively impacting the lives of those around me. I have a gift for bringing out the best in people and elevating them to reach maximum productivity in collaborative business environments. I'm an asset to any team that wants to create enduring value through creative and innovative problem-solving. I'm also a Volunteer of the Juvenile Diabetes Research Foundation (JDRF) ambassador program where we are committed to creating a world without type 1 diabetes (T1D) for their children - and everyone else affected by the disease.



ROB DEMARTINI

**CEO
PURPLE**

As a dynamic and results-oriented executive, I have extensive experience leading both public and private consumer goods organizations through transformative growth. With a proven track record across Asia, Europe, and Latin America, I specialize in driving commercial and supply chain operations, corporate turnarounds, and strategic expansions. My career has been defined by innovative, data-driven decision-making and a passion for building high-performing teams, enhancing market share, and increasing profitability.



TRAVIS NEILSEN

**PARTNER
MOSS ADAMS**

Financial executive with broad experience in all aspects of accounting, auditing, financial management, and process improvement. Expertise in Sarbanes-Oxley compliance and providing technical accounting support.

Worked seven years for PricewaterhouseCoopers in their Assurance and Business Advisory Services practice, primarily within the Retail and Consumer Products Industry and the Oil and Gas Industry.

Co-founded The Cadence Group with Gordy Jacobsen in 2005. Clients have included both large, international public companies, as well as mid-size locally-based businesses. My experience has included a wide range of complex accounting issues, including SEC filings and comment letters, debt restructurings, and stock compensation issues.



TREVOR FARNES

**CEO | CO-FOUNDER
MTN OPS**

Trevor Farnes served as the CEO and Co-Founder of MTN OPS from its inception through its first 10 years. He assumes the role of Founder, Chief Visionary and Board Member. Mtn Ops is a dynamic energy and nutritional product company headquartered in Fruit Heights, Utah, catering to the outdoor industry. His primary mission at MTN OPS is to enhance lives through innovative products and foster a community that inspires individuals to overcome challenges and achieve their aspirations.

Committed to making a meaningful impact beyond business, Trevor, alongside his wife Jenna, established Operation Conquer Hunger under the MTN OPS banner. Their shared vision is to eradicate hunger in vulnerable households across Utah, the United States, and in Malawi, Africa. Through their unique initiative, every purchase on the MTN OPS website results in a meal being donated to a child in need. This philanthropic effort has provided over 5 million meals to date, symbolizing their unwavering dedication to conquering hunger one order and one child at a time.

Trevor's life revolves around his steadfast faith, a loving twenty-year partnership with his wife Jenna, and the immense pride he takes in being a father to their four extraordinary children: Hallie, Kenzie, Beckham, and Savvy.



TREY BOYER

**CHIEF SALES OFFICER
PODIUM**

Experienced VP of Sales & Customer Success. Track record of leading large teams focused across all revenue lines – acquisition, expansion and retention. Successfully manage P&L's and drive attainment of \$100M+ revenue goals.

Recently participated in the round table discussion "Unlocking an Unprecedented Era of Selling"



**ANNIE, LILLIAN, TRICIA
BRADLEY**

FIJN CO.

Annie Bradley founded Fijn Cocoa (pronounced like "fine") along with her daughters-in-law, Tricia and Lillian, in 2021. What started as a way to drink yummy cocoa guilt free grew into greater health awareness and a desire to offer others something that was both healthy AND delicious.



TYLER DICKMAN

**CEO
THE FENCE COMPANY**

I like to think of myself as a creative person with the ability to see outside the box. I don't like to be confined to a specific responsibility and will always look to make decisions or actions that are the best for the company before myself. I can understand an experience from multiple perspectives and like to take on challenges that create better overall experiences for everyone. I have a passion for building organizations, dreaming of new opportunities, and seeing people grow and develop.

I believe that company culture is one of the most important aspects that often lacks the attention it deserves. A company culture must be intentional. The better we design and define who we want to be the easier it is to attract the right talent and keep them engaged. The trick to designing the right culture is creating something that is engrained into the every day operations of the business. It's more than putting a vision on the wall, it's the actions behind it that continually reinforce and maintain its strength and the best cultures are built with intention. I live by the motto: Happy Employees = Happy Customers = Happy Shareholders.



TYLER HORTIN

**CEO | CO-FOUNDER
LION ENERGY**

The CFO, Board of Directors Member and Co-Founder of American Battery Factory (ABF) and President of Lion Energy, Tyler Hortin has more than 20 years of financial, manufacturing, emergency preparedness and supply chain experience and more than ten years of energy storage experience. Hortin has worked at Lion Energy since its founding with duties range from overseeing financial planning, co-developing, and implementing corporate vision. A Certified Public Accountant in Utah, Hortin holds a Bachelor of Arts degree in Informational Technology from Brigham Young University and received a Master of Science degree in Accounting from the University of Texas at Dallas.



TYLER HOWELLS

**FOUNDER & CEO
COZY EARTH**

Founder and CEO of luxury brand Cozy Earth, the leader in transformative home luxury. Innovative bed linens, loungewear, and premium bath towels all designed to exceed expectations and dramatically enhance your lifestyle.



TATE STOCK

**CEO | FOUNDER
CHIRP**

Life is about having a good time doing what you love, with whom you love. For my wife and I, that's skiing a powder day, adventuring with our kids, and working with amazing people at Chirp.



TANNER MILNE

**FOUNDER
3D PRODUCTS
THISISNORMAL.CO**

Tanner Milne is a 3D Motion Designer and founder of Normal Studio, where he specializes in motion and product visualization. His work brings products and brands to life through high-quality animation and 3D storytelling, helping companies create impactful marketing visuals. Tanner's expertise spans product launches, motion graphics, and photorealistic rendering, with a focus on products and consumer goods. He has collaborated with a wide range of brands, including Kizik, Foot Locker, Owala, Chirp, Utah Jazz, Pestie, Tru Fru, Crumbl, and more.

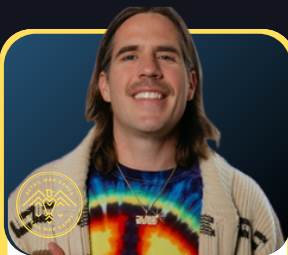
His ability to blend aesthetics with technical precision has made him a go-to for brands looking to enhance their visual presence.



VALERIE OSWALT

**CEO
KODIAK**

Valerie Oswalt is the CEO of Kodiak, a leading food company known for its high-protein, whole grain breakfast products. She also serves as an advisory board member for Forward Consumer Partners and an independent board director for Free Rein Coffee Company. Before Kodiak, Valerie was EVP and President of Campbell's \$4B Snacks division, overseeing brands like Goldfish and Snyder's-Lance. She has held senior roles at Campbell, Mondelez International, Kraft Foods, and Century Snacks, where she led a successful turnaround. Valerie holds a doctorate in Organizational Change and Leadership from USC, an MBA from Kellogg School of Management, and a BA in Economics and Accounting from Queens College. She is a proud mother of two and enjoys traveling the world with her children.



SEAN RILEY

**CEO
DUDE WIPES**

We started back in 2012, just some dudes with no experience, a dream, and, well, some stinky asses. We hated toilet paper and knew there had to be a better way so, with \$30k in cash and a tiny apartment in Chicago, we launched DUDE Wipes.

Fast forward a few years, and we even snagged a deal on Shark Tank. Mark Cuban saw the vision and joined the DUDE revolution.

Today, we're wiping billions of butts a year, with DUDE Wipes available at Walmart, Target, Kroger, Amazon—pretty much everywhere!

Butt stay tuned, cause we're just getting started... Party on, DUDES!



LINDSAY SHUMLAS

**CEO
COTOPAXI**

NEEDS BIO



MICAH CHIUSANO

**FORMER CREATIVE
LEAD
MR. BEAST**

I've always been drawn to the challenge of bringing a creative vision to life—whether it's producing high-profile content, leading a team through complex shoots, or building something from the ground up.

Most recently, I was a Lead Producer at MrBeast, where I was later promoted to Creative Lead. My role involved overseeing productions from start to finish, working closely with directors, talent, and crew to bring some of the biggest YouTube videos to life. I managed multimillion-dollar productions, coordinated large-scale shoots, and ensured every project ran smoothly, from securing locations to handling logistics and creative execution.

Before that, I was a Producer at Infinite Reality, where I worked on brand activations and large-scale events for well-known companies. Prior to that, I directed live esports broadcasts and productions at Rekt Global and Thunder Studios, working with talent across gaming, music, and entertainment. At Thunder Studios, I helped develop an in-person gaming community that brought together thousands of players, creating an environment where gaming and live events intersected.

At my core, I love working with creative teams to solve challenges and build something memorable. I thrive in fast-paced environments where storytelling and production come together, and I'm always excited to collaborate with others who share



JUSTIN KEISEL

**PRESIDENT
NUSKIN**

Strong leader with a track record of leading organizations that achieve exceptional results. Experienced direct sales professional with more than 25 years of effective international and domestic leadership. Results oriented and ambitious. Optimistic, outgoing and, always looking for opportunities to have positive interaction with people. Known to be decisive, and to help organizations adapt to rapidly changing environments; and to empower and align individuals across an organization. Bilingual (Korean).



BRIAN HAHN

**CO-FOUNDER
NOMAD**

I'm a mediocre surfer, addicted cyclist, and general lover of well made products.



SHAWN D. NELSON

**CEO | FOUNDER
LOVESAC**

Shawn D. Nelson is the founder and CEO of Lovesac, repeatedly recognized as the fastest growing furniture brand in the US for over a decade. Lovesac is publicly traded on Nasdaq, ticker "LOVE," and is projected to exceed \$1 Billion in annual sales over the next few years leveraging its rapidly growing fleet of more than 300 Lovesac branded retail locations. From humble beginnings, Shawn founded Lovesac in 1998 making faces by hand for neighbors and friends while in college. He graduated from the University of Utah in 2001 with a BA in Mandarin Chinese before opening Lovesac's first retail location in his hometown of Salt Lake City shortly after graduation. In 2005 Shawn won a million-dollar investment by Richard Branson on his prime time hit reality TV show, The Rebel Billionaire, and was named acting President of Virgin Worldwide for a time. Shawn later achieved his Master's degree in Strategic Design and Management at the world famous Parsons, The New School for Design in New York City and continued on as an instructor there for a few years teaching courses on Sustainable Business Models, Leadership, and Innovation. Shawn now holds over 50 issued patents across multiple product categories with dozens more pending. The majority of Lovesac's sales today are driven by the ever-expanding product platform called "Sectionals," the world's most versatile couch and myriad Sectionals product extensions including embedded technology. Lovesac's continued success is underscored by Shawn's unique design philosophy, "Designed For Life," which demands that products are built to last a lifetime and designed to evolve—promoting things that actually sustain to achieve true sustainability. This drives Lovesac's strategy and animates its vibrant culture. Shawn's recent book, "Let Me Save You 25 Years," celebrates Lovesac's colorful history, and the many "mistakes, miracles, and lessons" learned along the way. Shawn lives in St. George, Utah with his wife, Tiffany, and their 4 kids, 2 cats, and 1 crazy dog.



CHRIS BRUNSTETTER

**GHOSTWRITER |
THOUGHT-LEADERSHIP
STRATEGIST | BRAND
STORYTELLER**

Chris Brunstetter helps CEOs and founders turn their expertise into a thought-leadership strategy that actually stands out—no generic LinkedIn fluff. He isn't just a ghostwriter. He's a strategist, crafting sharp angles and high-impact narratives that make executives impossible to ignore. From digital content to full-length books, he turns big ideas into must-read material. If you have something to say, he makes sure it's written to lead.



**SHAELEE
SATTERTHWAITE**

**FOUNDER
TONICC**

Shaelee Satterthwaite is the founder of Tonicc. She is on a mission to help busy people boost their health in seconds with liquid supplements inspired by coffee syrups.



ADRIANNE LEE

**CEO
BEYOND INC.**

Adrienne B. Lee is President and Chief Financial Officer of Beyond, Inc. In this role, she is responsible for all operating and financial-related matters for the company and its brands, including Bed Bath & Beyond. Also in this role, she oversees human resources, technology, legal, IT security and communications. Ms. Lee has served as Chief Financial Officer since 2020 and Chief Administrative Officer since 2024 and became President in 2025. Previously, Ms. Lee served as Senior Vice President and Chief Financial Officer for Hertz Corporation's North American Rental Car unit from 2018 to 2020 and prior to that was the Vice President of Global Financial Planning, Analysis, and Corporate Development. Ms. Lee held several roles in finance, strategic planning, accounting, financial reporting, investor relations and audit at Best Buy, PepsiCo, Allianz Life and PricewaterhouseCoopers. Ms. Lee attended the University of St. Thomas in St. Paul, Minnesota, and received cum laude honors while earning a Bachelor of Arts degree in business administration with a focus on accounting.



MARK GOLDSTON

**EXECUTIVE CHAIRMAN
BEACHBODY AND BODI**

Mark Goldston is the Executive Chairman of The Beachbody Company (NYSE: BODI), the premier fitness and nutrition company in the USA with such well-known brand names such as P90X, Insanity, 21-Day Fix, Shakeology, etc. He is also the Chairman and CEO of The Goldston Group and Goldston Ventures in Los Angeles, which provides venture capital and strategic advisory services to a range of companies. He is the General Partner of Athletic Propulsion Labs, LLC ("APL"), an athletic footwear company based in Los Angeles co-founded by Mark and his twin sons, Adam and Ryan. He is also the co-founder and General Partner of Joverge Partners, a strategic advisory firm. From 2001-2013 Mark was the Chairman, President and CEO of NetZoro which he took public in 1999 and then in 2001 he transformed the company into United Online, Inc., becoming one of the world's most successful public internet conglomerates consisting of NetZoro, Juno, FTD flowers, interflora UK, Classmates, MyPoints, StayFriends and numerous other firms. Previously Mark was the Chairman and CEO of The Goldston Group, President and CEO of Einstein/Noah Bagel Corp, President of LA Gear where he is the patented inventor and creator of the lighted shoe phenomenon, Principal of Odyssey Partners, the first ever Chief Marketing Officer of Reebok and creator of the famous Reebok Pump, Energy Return, etc. Prior to Reebok, he was the President of Faberge and previous to Faberge he was the first Worldwide VP of Marketing in the history of Revlon where he oversaw the global fragrance and skincare business. Mark Goldston is one of America's most prolific inventors with more than 135 U.S. and Foreign Patents and he is the author of The Turnaround Prescription, Repositioning Troubled Companies, a highly acclaimed business book that was used by many business schools and CEOs around the world. He is a Life Member of the Northwestern University Kellogg School of Business Dean's Global Advisory Board and The Ohio State University Fisher School of Business Dean's Advisory Board. He has been a member of Young Presidents' Organization (YPO) since 1992 and served as the Chairman of the LA Chapter (YPOGLA) in 2022-2023. Mark holds a B.S.B.A. Degree from Ohio State with a dual major in Marketing and Finance and an MBA (Mkt) Degree from the Northwestern University Kellogg School with a dual major in Marketing and Finance.



MICHAEL SWEETEN

**VICE PRESIDENT,
OUTDOOR PRODUCTS
BROWNING**

Michael Sweeten is a seasoned executive with over 20 years of leadership experience in product development, brand strategy, and cross-functional team management. As Vice President of Outdoor Products at Browning, he oversees multiple product categories along with the company's licensing strategy and operations. His role centers on building strong teams, improving processes, and aligning product and brand strategies with long-term business goals.

Throughout his career, Michael has led initiatives in both corporate and consumer-facing environments, helping organizations navigate change, scale operations, and adapt to shifting market needs. His experience includes managing global supply chains, launching new product lines, and guiding digital transitions.

Prior to his current role, Michael worked at Lifetime Products, where he helped shape marketing strategy and managed licensing partnerships with brands like Reebok and NASCAR. He brings a grounded, collaborative approach to leadership, with a focus on clarity, accountability, and sustainable growth.

Michael holds an MBA from Brigham Young University and a BA in Psychology from Weber State University. He speaks fluent French and values opportunities to share insights around leadership, strategy, and building effective, resilient teams.



DAVID MCKILLIPS

**CEO
CHUCK E. CHEESE**

BIO



JORDAN AVNER

**CEO
VARDON**

Jordan Avner, CEO of Vardon, is revolutionizing golf retail by delivering cutting-edge grip stations, grips, gloves, and apparel to avid golfers' homes, enhancing performance and personalization. A seasoned entrepreneur, he was a partner in Bluehouse (ski company) and Amity (stand-up paddleboard company). He also led Voices for Virtue, a nonprofit, surpassing 1 million followers. Jordan collaborated with the Stan Lee Foundation on Aviore, Stan Lee's final superhero project. Passionate about redefining customer experiences, he brings bold insights on retail innovation, product design, and leadership to Retail Collective's panel, informed by his extensive experience scaling consumer-focused ventures.



DEVIN KILLPACK

**CEO
GATHRE**

BIO



MARISON BYRNE

**PRESIDENT
JOURNEE**

Marisa Byrne is a visionary brand leader with over 18 years of experience shaping and scaling fashion and lifestyle brands across retail, digital, and wholesale channels. She currently serves as Brand President at Journee, where she has led the transformation of the brand from a private label into a national, consumer-first platform rooted in inclusivity and emotional connection.

Marisa's career includes leadership roles at Vionic (Caleres) and UGG (Deckers), where she built high-performing teams and developed compelling brand narratives that resonated deeply with diverse consumer segments. Known for blending strategic thinking with creativity,

Marisa is passionate about building brands that not only reflect culture—but also inspire community, confidence, and joy.



ROBERT AXSON

**STATE DIRECTOR
OFFICE OF U.S.
SENATOR MIKE LEE**

Manage the staff, offices, and efforts of Senator Lee in his home state of Utah.



SCOTT SCHWAB

**CEO
METT NATURALS**

Technology is our future and all industries rely on the tools and resources that advance the digital economy. My emphasis and passion is to create industry opportunities in the areas of agriculture, start-up, and education. I love entrepreneurship, learning, and problem solving. I believe the highest level of leadership is service leadership. Giving back is the backbone of economic development while collaboration with people, leaders, and experts create the greatest impact on innovation.

Specialties: Entrepreneurship, Ag-Tech, Ed-Tech, Leadership, Start-Up, Software Development, Management, Training and Development, Sales, Market Research, and Communication.



GARETH HOSFORD

**CEO
KIZIK**

COMING SOON



JEFFERSON MOSS

**TITLE
BRAND**

COMING SOON



JENNIFER CLYDE

**CO-FOUNDER CEO
FORE ALL**

Jen Clyde, Co-founder/CEO of Fore All, a California native, is a single mother of four and a seasoned entrepreneur with deep expertise in the fashion industry. From a young age, Jen demonstrated her entrepreneurial spirit by launching her first company at the age of 25. Over the course of 18 years, she has successfully founded and managed five different companies, showcasing her prowess in business development, product design, and branding & marketing.

Jen's illustrious career began by dressing celebrities and models for prestigious red carpet events and runway shows. However, she didn't stop there. With an unwavering determination, she transitioned into the world of business development, fearlessly challenging the male-dominated conference rooms. Her persuasive skills led her to secure millions of dollars in capital for promising start-ups.

As a passionate and driven leader, Jen is committed to creating meaningful change through each company she establishes and nurtures. As a trailblazing woman in business, she has been invited to speak at numerous consumer summits, where she shares her triumphs in start-up ventures and her expertise in managing successful teams. She and her Co-founder have also spoken to P&A professionals as women pioneering founders in the golf industry. Additionally, she has accomplished the feat of building a thriving online retail shop.

Jen Clyde exemplifies the qualities of a visionary CEO, combining her extensive industry knowledge, astute business acumen, and unyielding commitment to excellence. With a remarkable track record and a passion for driving innovation, she continues to inspire and lead by example in the ever-evolving business landscape.



JOSHUA KETTER

**GLOBAL CEO
SPREETAAIL**

Josh is a dynamic and versatile CEO/CFO/COO, having led complex and global business units. He has broad experience across eCommerce, Strategy, M&A, Supply Chain, Finance, and Technology. He specializes in helping innovators bring ideas to life and drive profitable growth. His philosophy is that you only get what you give, and he believes success starts with investing in the right people.

Having supported C-Suite Executives at Amazon.com and Target Corp, from Technology, Supply Chain, Strategy, to Merchandising, Josh has had the opportunity to literally "learn from the best." From writing narratives for and attending Bezos meetings, to C-Suite staff meetings at Target... Josh has used his seat at the table to learn what strategies work.



BRIAN HAHN

**CHIEF OPERATING
OFFICER & HEAD OF
PRODUCT,
NOMADCOMPANY**

Brian Hahn is the COO and Head of Product at NOMAD, a Santa Barbara-based consumer electronics company known for crafting premium mobile accessories with a focus on durability, materials, and design. Since co-founding NOMAD in 2012, Brian has helped grow the company from a Kickstarter launch to a globally recognized brand, starting with the innovative ChargeCard cable. With over a decade of experience at the intersection of operations and product development, Brian leads a team committed to building world-class tools for the modern digital adventurer.



DALLIN HARMON

**BOARD MEMBER
VIDANGEL
FOUNDER @ COVE**

Growing up with 8 siblings, success in the workplace and home are both critically important.

Entrepreneurship is part of my career life's identity. During my youth, I have performed everything from operational logistics, inventory, bookkeeping and sales.

I am passionate about connecting with new people. I like solving big & complex problems. I relish creating systems & processes that makes peoples' jobs easier & more enjoyable.

While at Cove, I helped manage, recruit, develop team culture and oversee the logistical operations for Cove. We built Cove from zero dollars in monthly revenue to nearly 2 million in monthly revenue within 4 years.

I empower employees to discover and work in "Their Element."



RACHELLE MORRIS

**MANAGING DIRECTOR
STALWART VENTURES**

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