

Michael E. Hinkley

San Diego, CA 92116 / (760) 310-0765 / Mike@HinkleyBSC.com

LinkedIn: <https://www.linkedin.com/in/mike-hinkley-78b74a179>

BUSINESS MANAGEMENT EXECUTIVE

Twenty years of hands-on business leadership experience from startups to industry leading enterprises. The core highlight of my career has been the creation of a successful consumer packaged goods company, including developing the wholesale trade business to cover nation-wide and international distribution and driving annual sales revenue from zero to \$30 million and EBITDA to \$4.8 million.

Value Offered:

- **Strategic Management:** Translating operational and financial strategies into real and measurable cross-functional performance to drive organizational success. Commitment to continuous improvement through focused and deliberate quality, efficiency, and productivity advancements.
- **Business Development:** Proven track record of building brands, driving sales, and generating profit. Accurately identified growth opportunities and designed and executed growth strategies for new and existing market penetration and expansion.
- **Corporate Communications:** Consistent, clear messaging instilling confidence in stakeholders across complex organizations. Thorough understanding of the shareholder value, corporate governance, strategic partnership, public relations, and employee relations.
- **Inspirational Leadership:** Proven ability to create an entrepreneurial and enthusiastic culture. Balancing contagious optimism, collaborative spirit, and sense of accountability to attract and retain top-notch talent and build winning teams.

PROFESSIONAL EXPERIENCE

Hinkley BSC, San Diego, CA

2018 - Present

Consultant – Fractional Leadership

Sharing my knowledge and experience with ownership and management during their most challenging times, whether scaling capabilities for growth or recovering projects in distress. Notable engagements include Interim CEO, Board Director, Fractional CFO, Fractional CCO, business assessments, management assessments, creating and implementing strategic plans, dispute resolution, and business turnaround.

GFBC, Inc. Key West, Florida

2017 - 2018

Board Director – Special Projects

Conducted the process seeking recapitalization investment. Developed confidential information memorandums and made presentations to potential investors. Negotiated reduced interest rates and eased debt covenants with primary secured lender. Secured recapitalization investment offer of \$18 million, based on \$53 million enterprise value, to repay \$10 million of debt and provide \$8 million in working capital.

Completed the sale of company assets in a complicated restructure transaction. Attracted and organized various investor groups to purchase distinct portions of the business. Managed the team of lawyers, investment bankers, and retail bankers. Performed crisis management public relations and corporate communications to minimize damage to the company's brands, market position, and company morale.

Green Flash Brewing Co., San Diego, CA

Chief Executive Officer

2002 - 2016

Chief Financial Officer

2002 - 2012

Led the company from start-up to #37 of 5,300 production brewers in the nation. Established the company as one of the fastest growing and highest rated independent craft brewers in the nation. Created an authentic brand and enthusiastic culture. Earned position as industry leader through new product development, innovation, quality control, strategic distribution footprint, and sophisticated infrastructure.

- Grew annual revenue from zero to \$30 million and EBITDA to \$4.8 million.

Finance and Administration: Created private placement memorandums and performed investor presentations resulting in over \$7 million of equity capital raised from individual investors. Secured \$20 million in term loans based on company performance and strong banking relationships. Produced quarterly Board materials and Annual Reports to Shareholders and made presentations regarding all aspects of the business.

- Acquired Alpine Beer Company as a “tuck-in” acquisition in 2014. Performed successful company integration and grew brand sales 10X by 2016.
- Conducted the process for sale of the company targeting strategic buyers. Developed the confidential information memorandums and made presentations to potential strategic buyers.
- Secured strategic offers of \$55 million to \$100 million enterprise value to purchase the company and presented the liquidity event offers to the Board of Directors.

Production and Operations: Constructed and operated two large-scale, efficient, and safe production brewing and packaging facilities. Designed the facilities to promote safe and positive interactions with touring consumers. Optimized ROI on all equipment purchases utilizing staged production increases, keg inventory management, and systematic production and packaging initiatives. Managed supply chain of ingredients, packaging, and supplies. Negotiated and managed forward contracts for hops, grain, bottles, and cans promoting product quality, minimizing inventory carrying costs and reducing COGS. Operated all departments and functions with accountability to budgets and forecasts.

- Increased gross profit margin by 4% through complete review of suppliers across all product inputs.
- Drove down COGS by \$2.33 per case by converting packaging materials supply from pre-pack to bulk packaging materials as product mix shifted.

Product Development: Developed NPI (New Product Intro) interdepartmental team and processes to coordinate and streamline the creation and release of new products across various departments and manufacturing processes. Developed a formal collaborative innovation program to leverage the passion and creativity throughout the organization and create a pipeline of new product development and innovation ideas. Built brand equity and bolstered sales gains as innovation and new products grew to become 40% of annual sales increases.

- Developed flagship West Coast IPA to exemplify the emerging trend and differentiation of flavour that would become a unique style of beer. Brewers across the country would later refer to their products as “West Coast-style IPA”.
- Won 19 Great American Beer Festival and World Beer Cup awards across ten different beer styles, establishing the company as an industry leader in product innovation and quality.

Sales and Distribution: Grew production and sales faster than the industry every year for 14 consecutive years. Built and managed a Sales Team of 27 professionals across the nation. Won shelf placements in key national chain retailers: Kroger, Whole Foods, Total Wine, Trader Joes, Bevmo!, Vons, Target, Albertsons, Ralphs, Harris Teeter, Wegmans, 7 Eleven, and more. Won tap handles at key chain restaurants: Yard House, BJ’s, Mellow Mushroom, Flying Saucer, Hop Cat, Chicago Pizza, and more. Established active ecommerce portal for branded merchandise on company website.

- Increased annual production volume from zero to 1.2 million cases shipped through 170 beer distributors to approximately 60,000 nation-wide retail accounts.
- Expanded wholesale distribution to all 50 U.S. states and 20 foreign countries.

Marketing and Brand Building: Grew the company 6X from 2010 – 2016. Built and managed a Marketing Team of 11 professionals. Outperformed competitors across all digital platforms. Engaged lifestyle events with leading brand partners: Bonnaroo, South by Southwest, San Diego Chargers, REI, Knockaround Sunglasses, Komen for the Cure, Prevent Cancer, and more. Targeted regional and national advertising programs to print and digital beer publications.

- As the #37 brewer in the country, increased Facebook to 101K followers and #23, Instagram to 95K followers and #13, and Twitter to 84K followers and #12.
- Generated 200 free media mentions per month with over 200 million reach through public relations strategy including press releases and targeted media mailings.
- Drove 30,000 visitor sessions per month to responsive website, optimized for mobile.
- Established POS and merchandise cooperative with nationwide distributor network operating through online distributor portal resulting in \$600K of annual market placement.

Life Technologies, Carlsbad, CA

2001 – 2002

International Tax Manager - CPA

Managed foreign subsidiary's U.S. federal income tax compliance. Developed strategic plans to repatriate overseas cash at lowest tax cost. Developed strategic plans to reduce world-wide effective tax rate. Contributed the international tax components to financial statement preparation. Served as a resource to tax, finance, and treasury professionals at the company on acquisition integration.

- Primary driver and developer of strategic plan to repatriate \$100 million of foreign source income.

Sunrise Medical, Carlsbad, CA

1998 – 2000

International Tax Manager - CPA

Managed foreign subsidiary local country tax and compliance. Managed foreign subsidiary U.S. federal income tax compliance. Developed strategic plans to reduce world-wide effective tax rate utilizing intercompany transfer pricing, debt and equity instruments, and cash repatriation timing. Served as a resource to foreign subsidiary CFOs.

- Generated and implemented planned use of hybrid debt-equity instruments with foreign subsidiaries generating \$250,000 of recurring annual tax savings.
- Working outside my specialty, handled an Alabama state sales and use tax audit and saved \$100,000 from initial state tax assessment.

Arthur Andersen LLP, San Jose, CA

1995 – 1998

Senior Tax Specialist - CPA

Specialized in corporate and international tax strategies and compliance. Highly sought-after staffer working for many senior managers and partners out of San Jose, San Francisco, and San Diego offices on a wide variety of clients and projects including mergers and acquisitions.

- Received consistently positive work reviews and promoted every year.
- Earned Certified Public Accountant (CPA) at earliest opportunity.

EDUCATION

University of California, Berkeley; Haas School of Business

1996

B.S. Business Administration

Training Resources Maritime Institute

2021

Master 100 Tons - Certificate of Training and Passed USCG Exam