

PROFESSIONAL SUMMARY

Enterprise sales leader and founder-operator who builds new markets, earns technical buyers' trust, and turns complex products into measurable revenue. Closed over \$100M in new energy services business, grew annual territory profit from under \$1M to over \$10M, and scaled an omnichannel consumer brand to 30,000+ customers across 40+ countries.

PROFESSIONAL EXPERIENCE

Co-Founder & Operator – DTC CPG eCommerce – HigherHangers.com

Austin, TX · 03/2015–06/2026

- Built and bootstrapped a high-margin premium housewares brand from a patented dorm room idea to 30,000+ customers in 40+ countries across Shopify, Amazon, Walmart.com, and wholesale retail channels (Container Store, Bed Bath & Beyond)
- Owned full P&L and built the initial GTM debt-free (top-1% Kickstarter crowdfunding campaign by revenue)
- Hired and managed a network of 10+ fractional experts and deployed dozens of SaaS products, delivering enterprise-grade sales operations and customer experience
- Consulted startup founders on SaaS customer experience and tech stack architecture, GTM positioning, and early sales motion, helping them translate product value into commercial wins with scalable, efficient SaaS tools

Account Manager – Enterprise Energy Services – Weatherford

Denver, CO · 08/2012–03/2015

- Opened a new logo Rocky Mountain territory and ran full-cycle technical sales into upstream oil & gas operators, from cold outreach to close, including post-sale expansion and contract renewal with executive quarterly business reviews
- Closed \$75M+ in long-term Pressure Pumping contracts by building relationships with C-suite executives, internal operations leaders, and field engineers, positioning Weatherford and Channel Partner solutions as strategic investments
- Grew annual territory net profit from less than \$1M to over \$10M in one year by shifting product mix toward higher-margin Channel Partner innovations with data-driven case studies and measurable ROI
- Designed and hosted executive hospitality programs for C-suite customers, trusted with full expense account autonomy across major league sporting events, leading pregame cooking and catering experiences for hundreds of guests
- Won global \$10,000 Salesforce competition for exemplary pipeline execution; trained sales managers and peers

Account Manager – Enterprise Energy Services – Baker Hughes

Houston, TX · 01/2011–08/2012

- Graduate of Baker Hughes Sales Academy, a six-month engineering, field operations and sales training program; mentored subsequent graduates on complex deal structuring with MEDDPIC, Challenger, and Sandler sales methods
- Started in new business development and advanced to managing a \$100M+ annual portfolio of Pressure Pumping accounts, driving renewals and cross-product expansion across drilling and completions “From Bit to Frac”

Technical Sales Rep – “Fastest Tubular Accessories on Earth” – Stewart Precision Houston, TX · 01/2010–01/2011

- Designed precision CNC Oil Country Tubular Goods (OCTG) to customer and regulatory specifications, sourced exotic alloy raw materials, reviewed and approved MTRs, wrote technical manufacturing job travelers, and coordinated expedited delivery logistics in less than 24 hours for rig-down emergencies 24/7/365

Bachelor of Science – Business Management – John Brown University

Siloam Springs, AR

- Completed degree in 6 semesters while working 20–60 hours per week and served as Club Baseball President
- Grand Prize Winner – \$40,000 D.W. Reynolds Business Plan Competition with HigherHangers.com