

M&A experience, contracts, sales, sales team lead. Both technical and business-minded. Legal team advisor. Dynamic and influential sales leader with extensive experience developing successful business initiatives and heading sales teams to outperform corporate sales and revenue goals. Strong passion for contributing to the industry backed by solid expertise in establishing various design and technological systems, data centers, power plants, hosting environments, and software. Demonstrated ability to develop and sustain long-term client relationships to expand customer base. Strong negotiation skills honed through successful B2B deal closures, resulting in lucrative partnerships—exceptional problem-solving skills, with a proven knack for identifying bottlenecks and implementing innovative solutions.

## Core Competencies

- Consultative Sales
- New Business Development
- Exceptional Customer Service
- B2B Sales
- Revenue Growth
- Team Building & Leadership
- Strategic Partnerships
- Communication & Negotiation
- Customer Relationship Management

## Professional Experience

### AcumenX, Royce Global, Remote Washington, District of Columbia

2023 –

#### M&A Advisor, Deal Negotiator, Investor Relations

Created opportunities for the deal team by locating and tracking potential customers. Built relationships and sold services. Assembled deal team. Coordinate with the legal team to chart options and complete transactions. Implemented robust strategies to get and retain clients and maximize value for all parties.

- Account management worked with customers and developed vital relationships
- Developed Power and Data Center deals working
- Worked with clients in multiple countries, in varying time zones
- Managed deal cycle to close and helped to maximize value for clients
- Tracked and Developed 500+ million in deal flow in 16 months

### Epik.com & Terrahost, Houston, TX

2022 – 2023

#### Chief Executive Officer

Enhanced software performance by restructuring the development team. Revitalized the hosting business and developed key data centers. Resolved host-associated legal and operational issues by collaborating with financial and legal team. Assumed the role of salesperson and sales team lead to generate revenue streams for shareholders by selling business divisions against maximum value. Reviewed financial documents, analyzed financial data, and traced discrepancies by acting as lead forensic accountant. Delivered expert-level advisory support to company and legal counsel in terms of legislative best practices to ensure compliance.

- Developed new data centers and colocation business model
- Administered \$3M/year hosting facility with ~65000 clients, and 1M domain names by directing and coordinating to performing 28-member staff.
- Created a comprehensive domain portfolio worth \$16M and generated sales for a multi-million dollar of elite domain names from the portfolio. Settled 80% of corporate debt by closing final asset sale.
- Demonstrated keen business acumen to secure lucrative deals for shareholders, creditors, and customers.
- Elevated business competitiveness by managing company asset sales and restructuring.

### Big Daddy Unlimited, Gainesville, FL

2021 – 2023

#### Interim Chief Technology Officer & Investor Relations

Coordinated with the legal team to chart options data and elevate trading volume. Implemented robust strategies to meet and exceed shareholder expectations, creditor demands, and legal issues.

- Accomplished monthly savings of \$118,000 by onboarding and mentoring top-tier in-house development team to improve software and hosting environment.
- Maximized cost-effectiveness and profitability by alleviating tech stack and debt issues.
- Demonstrated strong analytical skills in performing financial and budget analysis to meet fiscal objectives.
- Oversaw 11 direct reports accountable for ~65,000 clients to sustain account retention.

### Unified Commerce Company, Houston, TX Chief Executive Officer

2018 – 2021

Optimized end-to-end operations, including team building, software design, scalable business model strategy, POS, and ERP. Processed credit card payments in compliance with banking regulations and PCI DSS security standards. Offered seamless support to fintech company in designing and scaling in-house cloud software horizontally. Observed strict adherence to PCI DSS security standards.

- Boosted revenue from zero to \$600 by executing robust measures for monitoring and controlling budgets and increasing client satisfaction and retention.
- Prepared a comprehensive financing plan to raise \$4.75M in funds and generate \$6M in annual revenue.
- Contributed to acquiring \$3M in seed money by strategically positioning the startup company in front of investors.
- Supervised 18-member staff in handling 400+ clients to enhance experience and maximize satisfaction.

### Moneybox Merchant Services Inc, Sheridan, WY Co-Founder

2017 –

Created HI-RISK merchant processing company, FINTECH software and boarding tools, managed sales, and developed sales team and marketing strategy. Worked closely with NMI, Vantiv, WorldPay, and FIS to create and sell POS software and online processing solutions.

- Grew revenue from zero to \$9mm by acquiring critical accounts in the beginning that the business was built on
- Created a marketing strategy to generate annual increasing revenue.
- Administered POS system using Worldpay Vantiv tools and led team efforts to create the first web-based system for accepting payments using Vantiv's secure system.
- Supervised legal team and underwriting team.

### Texas Technology Group LLC, Houston, TX Founder & CTO

2017 –

Founded MSP, Built sales team, Developed company business model, managed 369 customer accounts, and worked with CFO and partners to create a lasting business with hosting, service, and software development teams. Worked with a partner team to sell a portion of the company to a software development group.

- Boosted revenue from zero to \$6.1mm by managing the sales team, controlling budgets, and increasing client satisfaction and retention.
- Prepared a comprehensive business model for recurring revenue and annual revenue.
- Contributed to acquiring \$100k in seed money by strategically positioning the startup company in front of investors.
- Supervised 8-member staff handling ~369 clients to enhance the experience and maximize satisfaction.
- Started company with 3 people built to over 36 employees

### Home Trends & Design, Austin, TX Director of Marketing

2007 – 2010

Played a pivotal role in elevating the financial status of the startup company by providing expert-level consultancy. Outlined process roadmap, grew sales team, orchestrated tradeshow, and spearheaded branding, advertising, and online sales initiatives to increase customer engagement. Managed proprietary inside sales and outbound sales programs to drive home goods sales.

- Devised tactical ways to reduce annual spending and increase overall revenue from \$600K to \$5.6M within one year. Achieved significant sales growth through online store and internet marketing

- To accomplish strategic business objectives, I cultivated strong partnerships with key market influencers, including Arhus, Gallery, William Sonoma, and Crate & Barre.

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## Other Experience

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Consultant

Jan 23 – Present

### ***Key Clients:***

**Epik LLC:** Consultant to NWRA (Corporate Tools Inc), the buyer of Epik.com. Aided in creating a profit model for a newly acquired business, instrumental in transition. Collaborated with CEO, COO, and CFO to integrate the company for talent retention and improved customer service.

**Critical Video Inc.:** Played a key role in corporate structure and entity creation, assisted with registered agent services, deployed software as a service and marketing, acquired multiple customers, and led operations as Interim COO.

**Epik Holdings Inc:** Nurtured investor relations for \$12M fundraising and eCommerce initiative through collaborative teamwork to secure investors and identify ideal investors.

**LinkbyNet/OVH:** Championed B2B sales by developing a virtual cloud hosting environment for OVH customers and driving seamless acquisition of LinkbyNet by Accenture.

**Big Daddy Unlimited:** Aided in identification of family funds and potential investors for capital raise. Supported CEO to stave off bankruptcy and solved for \$83M patent lawsuit.

**FIS/Worldpay:** Administered POS system using Worldpay Vantiv tools and led team efforts to create first web-based system for accepting payments using Vantiv's secure system.

**American Media Council:** Led fundraising and managed a 4-person team; optimized marketing strategy to steer website launch and produced first radio ads.

**Rev2A Inc.:** Built solid foundation for corporate structure, registered agent services, and initial stock offering.

**San Mateo Group:** Rationalized ZACK's stock market data to build an algorithm for predicting trends. Employed a data-driven approach for developing quantitative trading tools based on mathematical models to identify and capitalize on available trading opportunities.

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## Additional Experience

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Software Engineer, Oracle, Redwood City, CA

Managed Lab for early Quant development project with Dr. William Pezzaglia, Physicist

Developed Beowulf Cluster at Texas Tech with Dr. Sandro Manservisi High-Energy & Nuclear Physicist

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## Education

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Electrical Engineering / Computer Science (EECS) | Texas Tech University