

EXECUTIVE SUMMARY

Seasoned leader with a track record of driving organizational transformation, operational efficiency, and measurable growth while building high-performing teams, fostering trust-based cultures, and developing leaders. Expertise in strategic planning, financial oversight, and operational scalability. Skilled at leading large-scale transformations and coordinating cross-functional teams to achieve operational goals in high-pressure environments.

- **STRATEGIC LEADERSHIP:** Developed and executed \$1.5B+ modernization strategy for the U.S. Army, launching the iconic, “Be All You Can Be” campaign to revitalize recruiting.
- **BUSINESS TRANSFORMATION:** Drove 45% revenue growth to \$32M in two years at Kemin Industries via commercial strategy, sales force realignment, and go-to-market execution.
- **PROCESS IMPROVEMENT:** Achieving a 5X increase in lead-to-sale conversion while saving thousands of recruiter hours through lead qualification process improvements.
- **DATA-DRIVEN OPTIMIZATION:** Cut costs from \$32K to \$12K per contract (62%) and increased marketing-attributable contracts from 500 to 23,000 through advanced analytics.
- **P&L MANAGEMENT:** Managed a \$400M budget, making agile cash flow decisions based on incremental funding, costs, and long-term forecasting.
- **POISED UNDER PRESSURE:** Delivered results in high-stakes situations, including Hurricane Harvey evacuations, Afghanistan security operations, and U.S. Army reputation management.

PROFESSIONAL EXPERIENCE

VALOREEDGE LLC, Chicago, IL

2023 – PRESENT

Operations and Strategy Consultant

- **INFORMATION CLARITY:** For *Cypress International* clients, simplify complex logistics and operational processes to identify business development opportunities and improve decision-making.
- **OPERATIONS MANAGEMENT:** At *OnComms*, define technical requirements and lead go-to-market execution.
- **STRATEGIC ADVISORY:** Serve on the *W.S. Darley & Company* Advisory Board.
- **PUBLIC SPEAKING:** Featured speaker on leadership topics with organizations such as *General Motors*, *PepsiCo*, *Goldman Sachs*, and many others.

U.S. ARMY, ENTERPRISE MARKETING, Chicago, IL / Washington D.C.

2019 – 2023

Chief, Army Enterprise Marketing (Major General)

Handpicked by the Secretary of the Army to modernize recruiting and marketing capabilities and onboard ~120K people annually.

- **CHANGE MANAGEMENT:** Relocated the Army’s marketing office from Washington, D.C. to Chicago, transitioning 80+ staff to new roles while building a new 65-member team.
- **OPERATIONAL LEADERSHIP:** Directed \$400M+ operation, achieving 62% cost savings, improving ROI, and scaling marketing programs. Led 365 professionals across marketing, data analytics, finance, HR, and production.
- **CORPORATE BRANDING:** Led first brand refresh in over 20 years reinventing the classic, “Be All You Can Be” campaign.

U.S. ARMY, 4TH EXPEDITIONARY SUSTAINMENT COMMAND, San Antonio, TX

2016 – 2019

Commanding General, Transportation and Logistics (Brigadier General)

Led a large-sale logistics organization, overseeing supply chain optimization, inventory management, and distribution planning for humanitarian and military operations.

- **DISTRIBUTED ORGANIZATIONAL LEADERSHIP:** Led 6K personnel across 5 states and 25+ facilities.
- **CRISIS MANAGEMENT:** Spearheaded Hurricane Harvey evacuations, moving 4K people to safety and providing food and water to the impacted communities.

NATO RESOLUTE SUPPORT MISSION, Kabul, Afghanistan 2015 – 2016

Brigade Commander, Logistics and Security Operations (Colonel)

Base commander for the senior NATO headquarters in Afghanistan and senior advisor to the 4-star general in charge.

- **TEAM LEADERSHIP:** Built and led a multi-national team of 700 personnel, providing security, logistics, and life support to 3K+ personnel across 42 allied nations.
- **FINANCIAL MANAGEMENT:** Managed \$50M in resources, prioritizing security, logistics, fleet management, food service, housing, and healthcare to sustain operations.
- **FACILITIES MANAGEMENT:** Operated Afghanistan's busiest helicopter heliport, safely executing 9,500+ air missions and safely transporting 76K passengers.

U.S. ARMY, VARIOUS ASSIGNMENTS, Worldwide (Active Duty and Reserves) 1990 – 2014

Progressive Leadership and Staff Roles

Led operations, training, and organizational management in peacetime and combat environments.

- **PROGRAM MANAGEMENT:** Led a program augmenting U.S. and Allied Forces with civilian logistics support for large-scale operations (LOGCAP), downsizing billions in contracted services in Afghanistan.
- **TRAINING MANAGEMENT:** Mobilized, trained, and validated 1,500+ Reserve Soldiers for Middle East deployments.

PRIVATE SECTOR EXPERIENCE

KEMIN INDUSTRIES, Des Moines, IA 2000 – 2006; 2009 – 2014

Progressive Executive-Level Leadership Roles

Promoted through multiple roles of increasing responsibility during two 6-year tenures, leading sales operations, global marketing, and business development across multiple business units (BU).

- **BUSINESS OPERATIONS:** Spearheaded the president's efforts to build out a start-up BU.
- **TRANSFORMATION:** Achieved 45% revenue growth to \$32M in two years through a growth and market expansion strategy – spanning R&D, manufacturing, sales force realignment, and distribution planning.
- **BUSINESS DEVELOPMENT:** Increased APAC sales by 80% through targeted growth initiatives.
- **PERFORMANCE MANAGEMENT:** As a Sales Director, grew revenue by 50% in 3 years by clarifying roles, optimizing territories, hiring top talent, and addressing underperformance. Introduced first strategic selling process.

CONTEXT (now KEARNEY), Des Moines, IA • Senior Consultant (Part-Time/Project-Based) 2016 – 2019

DUPONT-PIONEER (now CORTEVA), Johnston, IA • Senior Manager, Product Strategy 2007 – 2009

NON-PROFIT BOARD AFFILIATIONS

Active in governance, fundraising, and strategic planning for military, veteran, and youth organizations.

Illinois Joining Forces • Executive Board Member	2024 – Present
USO • Illinois Advisory Council	2023 – Present
Scouting America • Council Executive Board Member ~ National Outstanding Eagle Scout Award, 2023	2022 – Present

EDUCATION

Master of Business Administration	University of Illinois, Urbana, Illinois
Master of Strategic Studies	U.S. Army War College, Carlisle, Pennsylvania
Bachelor of Science, Economics	University of Missouri, Columbia, Missouri

Recent Executive Education:

Harvard Business School (Authentic Leader Development), John Maxwell Leadership Program; and Northwestern University - Kellogg (Corporate Finance)