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BILL MATTOON

ADDENDUM: RECENT EXAMPLES OF BT SOLUTIONS GROUP (BTSG) ENGAGEMENTS

BTSG: Seguro Brands - Interim CEO, 2024 To Present (6 Months)

- Interim CEO for overseas company exporting Rosemary, Honey, Coffee Beans, and Soaps.
- Creation of go to market strategy and pitch deck to support retail and wholesale execution in North America and other global markets.
- Alignment and management of go to market business partners
- Stated goal is to grow to \$1B+ through various channels

BTSG: Equishare Alliance - Interim President/Executive Board Member, 2023 To Present (1.5 Years)

- Spearheaded business planning and creation of investor deck
- Helped recruit executive team for different verticals
- Sought and established operations partners

BTSG: Prime Hydration & Alani Nu Beverages - COO Related Activities, 2021 To 2024 (2.5 Years)

- Responsible for overseeing \$75M spend in distribution related activities while company grew from \$40M to \$1.5B in revenue
- Coached and supported internal operations and sales management
- Procured, negotiated, and managed over 60 warehouses throughout North America with \$25M in leases
- Advised, procured, and oversaw over 1000 assets in North America valued at over \$50M
- Advised & coached team on Business Intelligence creation and implementation

BTSG: Buti Mvmnt - Interim CEO/Advisor, 2021 To 2023 (2.5 Years)

- Advised the owners in all aspects of running the business until they sold & exited the business
- Online fitness subscription & protein powders e-commerce business
- Monthly subscription growth from 1,000 to 14,000 paying members
- Directed CMO and marketing efforts
- Extensive business planning
- Secured operating capital