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## EDUCATION

Bachelor's Degree in  
Communication Arts  
**Austin College**, Sherman, TX

## MEMBERSHIP RECOGNITION

- Equishare Alliance Board
- Snake River Spirits Board
- Javafit Coffee Board
- Girl Scouts of Northeast Texas Board
- Leadership Lamar Program
- Vistage International
- Chevron Vendor of the Year
- Former Orvis Fly Fishing Guide

# BILL MATTOON

## PROFESSIONAL SUMMARY

Providing founders, business operators, and investors with uniquely hard-earned thought leadership & execution acumen that are highly valued by those seeking to take their products to market successfully. Extensive track record of exceptional operating results, working hands-on with early-stage companies and some of the biggest brands in the world.

## SKILLS

**Go to Market Strategies**

**Revenue Growth**

**Organizational Development**

**Execution Driven**

**Management Consulting**

**Strategic Business planning**

**Operational Excellence**

**Executive Leadership**

**Executive Coaching**

**Fractional Executive**

## WORK HISTORY

2020 - Current

**BT Solutions Group - CEO | Founder**

- Working with start-ups to a \$1.5B company
- Performing in various contracted executive roles for several CPG companies, real estate finance start-up group, on-line fitness subscription group, overseas on-line supplements group, and agricultural company with finished goods
- Contracting as a management consultant, interim/fractional CEO, COO, President, Coach, Consultant, and Board Member
- Supporting founders, investors, and business executives with thought leadership and hands-on implementation

2016 - 2020

**Snake River Spirits - President | CEO | Board Member**

- Transitioned from consultant to the business, to President & CEO of a liquor company with a Large Family Office and a Publicly Traded Fund as investors
- Expanded business via new distribution, retail authorizations, e-commerce, and marketing campaigns, while developing product innovation, and preparing an exit strategy
- Reduced G&A and COGS by 50%; re-organized the company management, supply chain, co-manufacturing, and sourcing
- Backed business expansion by securing >\$3M in equity and an additional \$3M in non-equity funding

- Enhanced revenue 4X via strategies, operational excellence, and innovation

2015 - 2018

**Catapult Partners - COO | Partner**

- Provided management consulting and advisory services to business operators and investors for a portfolio of companies with a focus on operations, supply chain, sales, marketing, HR, and IT
- Supported several capital raises in excess of \$40M for e-commerce, CPG, and medical real estate companies

2008 - 2015

**We Pack Logistics & HWH Companies - President | COO**

- Oversaw all facets of 7 different operating companies providing services in Logistics, Supply Chain, Warehousing, Distribution, Transportation, Manufacturing, Contract Packaging, Site Selection, REIT Management, Construction (Commercial GC), Engineering, Steel & Wood Manufacturing, and Industrial Work
- Managed 5 company Presidents and 3 VP's. 500 employees & 500 flex workers.
- Enlarged customer base by 260% via small, mid-size, and Fortune 50-1000 customers, government contracting, MBE's, 8(a) ANC's, and JV's
- Increased revenue by 75%, reduced COGS by up to 30%, while decreasing G&A by 35%, and increasing EBITDA by 73%
- Reported to banks, investors, and owners on a monthly, quarterly, and annual basis
- Scaled We Pack Logistics and created an extensive M&A strategy and exit plan

2007 - 2008

**Talking Rain Beverage Company (Sparkling Ice Beverages) - Director of Sales**

- Appointed to nationally lead a regional beverage manufacturing company
- Rebuilt and restructured several brands, including Sparkling Ice
- Signed 125 new Beverage Distributors throughout the United States and negotiated retail chain programs
- Team took the company from \$17M to \$200M in revenue in less than 2 years

2004 - 2005

**Pepsi Bottling Group - Director of Sales**

- Worked directly in a \$115M market unit, part of a \$350M Business Unit, and a \$10B company
- Grew unit by 7% from -2% and market share by 2+ points
- Boosted sales division in the upsurging market from 9th place to 2nd place within a year

1998-2004, 2005-2007

**Red Bull North America Inc. - General Manager**

- One of the very first employees for the North American launch of Red Bull Energy Drink
- Responsible for the creation and full range of operations, P&L, and business planning throughout Red Bull owned distribution companies
- Chaired and implemented best practices, which were replicated across North America.