

NATE LIND

Humacao, PR 00791 | 787-299-9222 | nate@natelind.com

youtube.com/c/natelindonlinebusinessbroker

EXECUTIVE CONSULTANT | FRACTIONAL CEO/COO

Remote-First | Travel-Ready | High-Growth eCommerce Specialist

High-impact eCommerce leader and M&A advisor with a track record of generating over **\$109M in lifetime gross sales**. Expert in auditing and scaling DTC brands from 7 to 9 figures through tech-stack architecture, conversion rate optimization (CRO), and aggressive media buying. Facilitated **\$121M+ in M&A transactions** since 2020, offering companies a unique "exit-first" operational perspective to maximize EBITDA and enterprise value.

CONSULTING SPECIALTIES

- **Fractional Leadership:** Stepping in as interim/fractional CEO/COO to stabilize operations and hire C-suite teams (CFO, CMO, COO).
- **Operational Audits:** Identifying inefficiencies in international supply chains, tech stacks, and team structures to drive immediate cost savings.
- **M&A Readiness:** Transitioning companies from cash to accrual accounting and optimizing financials for maximum valuation.
- **Growth Architecture:** Designing and implementing high-converting tech stacks for upsell monetization, affiliate management, and multi-channel distribution.

SELECTED CONSULTING & ADVISORY IMPACT

- **EBITDA Expansion (California Beach Co.):** Directly improved EBITDA by **over \$1M** through the strategic selection and implementation of a new ERP and Amazon marketplace vendor suite.
- **Financial Infrastructure (Justified Labs):** Spearheaded a comprehensive accounting overhaul, transitioning a high-volume Amazon brand from cash-based to **accrual-based accounting** to facilitate M&A due diligence.
- **8-Figure Operational Scale (HaloRiver):** Led a health/beauty brand to **\$33M in annual gross sales**, managing a remote-capable team of 26 and shipping thousands of units daily.
- **Exit Facilitation (Bravoplan):** Managed a portfolio of M&A sales totaling **\$121M+**, specializing in lower-middle-market technology and eCommerce firms (\$1M–\$150M).

PROFESSIONAL EXPERIENCE

Bravoplan Corporation | *Strategic M&A Advisor / Broker* | Jan 2020 – Present

- Consult with founders to prepare Business Valuations and M&A Sales Plans.
- Advise on best practices for financial formatting, structure, and pre-listing operational efficiencies.
- Market and vet buyers for eCommerce, SaaS, and Technology companies globally.
- Navigate the complex M&A process from initial listing through final closing.

HaloRiver Management Group | *CEO / Managing Member* | Sept 2011 – Dec 2019

- **Executive Management:** Directly managed the **CFO, COO, and CMO**, overseeing hiring, firing, and day-to-day operations for 8-figure international brands.
- **Tech Stack Implementation:** Oversaw the selection and custom integration of tech stacks for conversion rate optimization (CRO), upsell monetization, and order fulfillment monitoring.
- **Multi-Channel Strategy:** Led distribution and brand presence across proprietary websites, Amazon, and Walmart.
- **Performance Marketing:** Managed internal media buying teams and external affiliate networks to drive high-volume customer acquisition.
- **UAT & Quality Control:** Directed web development teams for split testing, traffic monitoring, and user screen-capture recording to ensure optimal user experience.

ADSUM (Direct Response Marketing Conference) | *Founder/Organizer* | May 2016 – Dec 2018

- Founded and organized the premier industry conference for performance marketing advertisers.
- Managed marketing campaigns, high-level sponsorships, and large-scale event operations.

PREVIOUS EXECUTIVE LEADERSHIP

- **Bank of America** | *Vice President:* Led large-scale projects utilizing **DMAIC methodology** to optimize mortgage operations.
 - **Fannie Mae** | *Senior Manager:* Served as a Subject Matter Expert and Executive Relationship Manager between the US Treasury Department and the world's largest banks for the HAMP/MHA programs.
-

EDUCATION & PROFESSIONAL EXPERTISE

- **Lean Six Sigma – Certificate of Completion** | Villanova University
- **Bachelor of Arts, Media Art and Animation** | Art Institute of Colorado
- **Expert Witness:** Testified in U.S. District Court regarding merchant processing and affiliate marketing disputes.
- **Thought Leader:** Keynote speaker on **Regulatory Compliance, Conversion Optimization, and Financial Analytics.**