
RANDY GUSTAFSON

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EXECUTIVE LEADER SUMMARY

- Exceptional executive with strong leadership skills and experience, having achieved hallmark results across diverse industries via dynamic cross-functional teams.
- Unique combination of marketing, operations, finance, and general management experience.
- Strong palette of creative and analytical skills, honed across a unique range of creative and technical experiences.
- Comfortable in both entrepreneurial and structured environments.

SELECTED PROFESSIONAL ACHIEVEMENTS

- COO 7+ years (Dolphin Capital Management): Supervised daily operations of an entrepreneurial enterprise in a legendary industry, managing investments for the most sophisticated investors in the world.
 - § Funds have ranked in the “Top 5” of their class worldwide, averaging double-digit positive returns.
 - § Shepherded firm through significant periods of adversity, including major asset swings. Oversaw 30% expense reduction, and funds achieved highest annual returns in their history (over 52%).
- Group Marketing Manager (Lykes Brothers): Led all aspects of the launch of new premium *Sunkist* Orange Juice products into U.S. & Canada. Managed P&L over \$100 Million and Budget over \$20 Million.
 - § Executed launch into lead markets in 6 months (industry norm 18-24 months), rapidly gaining 10% share.
 - § Increased Premium *Sunkist* OJ annual sales by over 600%, from \$5 Million to over \$35 Million.
 - § Increased Total *Sunkist* OJ annual sales by over 225%, from less than \$20 Million to \$65 Million.
- Marketer/Engineer (Sonalyts): Saved and managed a \$100K training video project for a major client, by bridging challenging gaps between the diverse engineering and media production arms of a hi-tech firm.
- Navy Officer, Nuclear Submarine Force (U.S.S. Albuquerque, SSN-706 and Naval Submarine School):
 - § Personally cited as major factor in “fast-attack” submarine’s top ranking in the Atlantic Fleet.
 - § Acknowledged Navy expert in weapon systems employment – designated Master Training Specialist.

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT (Phoenix, Arizona)

2006 to Present

Independent consultant assisting a broad range of clientele in various capacities, including strategic planning, marketing, project management, capital formation, and business referrals.

- **1+1=3 Business Ventures, LLC:** (2008-Present). Formed 2008 to provide consulting services to a broad range of clients/industries, via Project, Senior Executive, and Transaction based solutions. Includes industry relationships in business aviation/aerospace, IT/software, investment banking, and below. (www.113bv.com)
- **Consulting Assignments:** (2007-Present). Includes: 1) Mentor the Owner of \$1+ Million B2B equipment firm with strategic planning and execution services - Owner is former Fortune 100 senior executive; 2) Assist Ivy-League educated Owner of a professional services firm, executing activities to significantly expand business.
- **Dolphin Capital Management, Inc.:** (2006-2007). Part-time employee/independent consultant after relocation to AZ. Executed numerous projects, including managing the hiring process for and mentoring COO successor.

DOLPHIN CAPITAL MANAGEMENT, INC. (Tampa, Florida)

1999 to 2006

\$80 Million money management firm utilizing computer-based technical trading methods to invest in worldwide financial, currency, and commodity markets for global clientele.

Chief Operating Officer: Reported to President/Owner with 6 direct reports across all corporate functions/divisions. Significant Project Management leadership experience.

- Led cross-functional teams representing all departments (including client services, trading, IT, R&D, business administration). Responsibilities included: strategic planning, operations, Web site development/management.
- Executed key trading & client administration activities, including: new client marketing, current client CRM, trading futures contracts worth millions of dollars, operating “black box” PCs to manage investment portfolio.
- Executed key business administration activities related to corporate financials, HR, and multiple facilities. Also, executed/managed Disaster Plan operations, including IT, investment, facility, and human capital considerations.

LYKES BROTHERS, INC. (Tampa, Florida)

1995 to 1998

*\$1 Billion global marketer of consumer beverage products and related support businesses.***Group Marketing Manager - U.S. Branded Retail:** (1996 to 1998). Full P&L management of U.S. brands and products, including *Sunkist* Orange Juices (\$65 Million) and *FloridaGold* Orange Juices (\$50 Million).

- Led cross-functional team for New *Sunkist* Launch across all phases of marketing, advertising, consumer research, R&D, packaging, and sales execution. Brand “champion” for the firm’s most important initiative.
- Earned “fast-track” responsibility for several key corporate projects usually assigned to executives with significantly more experience. Promoted to Group Marketing Manager within 10 months.

Senior Product Manager – U.S. Branded Retail: (1995 to 1996). Full P&L management, *FloridaGold* OJ.

- Coordinated/executed company’s first National Sales & Broker Meeting in five years.
- Directed Branded Retail Team during a major corporate strategic planning exercise. Formulated and presented recommendations to CEO/Chairman to continue firm’s transition to a marketing-driven firm.

S.C. JOHNSON & SON, INC. (Racine, Wisconsin)

1994 to 1995

*\$4 Billion global marketer of consumer, commercial, and industrial chemical products.***Assistant Brand Manager – Air Care Division (*Glade*):** Performed shared product management, marketing, and business planning of *Clip-Ons* (\$35 Million) and *Lasting Mist* (\$27 Million) air freshener brands.

- Turned around weekly sales by 52%, market share by 38%, and overall awareness by implementing a new marketing program that included new TV advertising, a price rollback, and a package graphics restage.
- Supervised International Project Team to develop a new plastic product enclosure involving significant challenges related to cutting-edge manufacturing techniques and tight deadlines.

SONALYSTS, INC. (Waterford, Connecticut)

1991 to 1992

*\$45 Million hi-tech services company creating commercial audio/visual productions, converting military technology into civilian applications, and executing U.S. Government and Department of Defense contracts.***Marketing Assistant/Senior Engineering Analyst:** Led exploration and marketing for new business opportunities, project management of technical and creative ventures, and analysis in military consulting. Reported directly to EVP.

- Directed audio production project for a special government facility that held tours for Washington VIPs.
- Created/planned a “70-day” future war to determine specifications for future submarine combat systems.

U.S. NAVY - NUCLEAR SUBMARINE FORCE (primarily Groton, Connecticut)

1984 to 1991

*Officer – Lieutenant – honorably discharged. Academic training equivalent to M.S. degree, Nuclear Engineering.***Lead Instructor:** (Naval Submarine School; 1989-1991). Improved combat readiness of every Navy submarine.

Trained senior officers, submarine crews, and Raytheon contractors how to employ submarine digital weapons.

Division/Watch Officer: (U.S.S. Albuquerque, SSN-706; 1986-1989). Supervised the Chemistry/Radiological Controls, Electrical, and Communications Divisions, cited as best in the Atlantic Fleet and/or best on the ship, for a \$1 Billion submarine. As senior watch officer, supervised tactical operations of the ship and its nuclear reactor.**Junior Staff Officer, Joint Chiefs of Staff:** (Pentagon; 1984). Executed projects well beyond experience level.**EDUCATION****M.B.A. - University of Michigan Ross School of Business (Ann Arbor; 1994)****B.S.E.E. - United States Naval Academy (Annapolis; 1984)****OTHER**

- **Member – The Shea Group.** Invitation-only, senior executive group providing in-depth networking to achieve professional growth. Charter includes providing mentoring services to small businesses & startup companies.
- **Board of Directors – Arizona Entrepreneurs.** Phoenix networking/education group supporting those who own an emerging business, are looking to start one, or are interested in working for a startup enterprise.
- **Board of Directors – major high school football program in Arizona.** Provide support to 501(c)3 entity, including significant responsibility for fundraising program with donation potential greater than \$1 Million.
- **Hometown: Phoenix, AZ.** Returned to The Valley of the Sun in 2006 for family reasons. Enjoy family, swimming, weightlifting, basketball, walking/jogging, and collecting Southwest Native American artwork.