

RAND MICHAEL PAULSON, JR.

PRESIDENT/CEO

Fueled >\$2B in New Revenue Growth & Catalyzed 100+ Global JVs/Alliances Valued at +\$4B

Conceptualized 65+ New Brands & 2K New Products/Extensions

Consumer Products | Packaged Foods & Beverages | Consumer Technology

Turnaround executive who infuses stagnant companies with energy, focus, and international dynamism. Expert in forging businesses from white space by aligning internal assets with strategic vision and market opportunities. Insatiably curious and passionate leader who builds consensus and fosters internal and external collaboration. Bottom-line-driven C-level leader with broad-based commercial and business skills gained through early career Universal Studios tenure and global exposure (US | Europe | Mexico | Australia | Asia).

- ✓ **Built-Out Tingret US Operations, Turned Around Asian Business Unit & Paved the Way for +18% Expansion**
- ✓ **Captured \$970M in Revenue for Universal Studios & Jumpstarted +37% Profit Gains for 2 Consecutive Years**

EXECUTIVE PEDIGREE

MBA • Harvard Business School | BS in Global Management • Oxford University

EXECUTIVE EXPERIENCE

GLOBAL PRESIDENT • TINGRET TECHNOLOGY – New York, NY

2009–2014

Drove 50% growth and double-digit expansion, spearheading a major culture shift and business improvement initiative for this VC-backed leader in virtual reality software. Directed a multimillion-dollar P&L with a team of 140 on 5 continents.

- ✓ **Launched US operation from the ground up.** Negotiated and closed key +\$50M, C-level anchor deals that earned the company unprecedented national publicity and business development credibility.
 - Captured \$150M in recurring revenue for the first time in the company's 12-year history, overcoming inherited focus on one-off transactional deals. Gained "halo" marketing effect through elite deals with Wendy's and Topps Trading Cards.
 - Instituted first-ever business disciplines and protocols to leverage operational efficiencies and drive profitability.
- ✓ **Reversed Asia-Pacific business unit performance from a decline to +18% growth.** Reorganized unit to align with objectives set with core customers and resellers; rebuilt unit senior leadership.

CEO • NITRAFIT – New York, NY

2005–2009

Recruited to unify and right-size operations in the aftermath of 5 non-integrated acquisitions for this \$370M consumer products and technologies company. Presided over a 450-member team; reported to CEO of corporate holding company.

- ✓ **Delivered double-digit CAGR** through acquisition consolidation and corporate restructuring. Streamlined administration, aligned business goals, rebuilt senior leadership team, and revamped vision.
- ✓ **Trimmed \$140M in expenses** while instituting best practices, positioning the business for expansion, and leveraging core creative, development, and supply capabilities. Merged 5 disparate entities into 1 streamlined global company.
- ✓ **Positioned +\$625M in annualized 3-year sales** by expanding footprint to penetrate new market segments. Negotiated complex deals with Taco Bell, Pentel, and Build-A-Bear Workshop Asia.

Rand is the most dynamic leader you'll ever meet. His charisma charms everyone he meets and is paralleled only by his financial & business acumen.

Telly Palmerston – CEO, VIVEK INTERNATIONAL

EXECUTIVE EXPERIENCE, CONTINUED

COO • DIMENSION CONSUMER PRODUCTS – Atlanta, GA

2001–2004

Pushed this \$720M global B2B consumer products company’s performance to the next level, leading an end-to-end operational upgrade and restructuring. Instituted first-ever systems, processes, and strategic planning for this privately held firm.

- ✓ **Professionalized operations and positioned major growth**, strategizing revenue stream enlargement beyond key account delivering 90% of sales.
 - Increased new revenue >65% in 2 years by augmenting new product opportunities to leverage core strengths.
 - Established first-ever HR, senior leadership, financial reporting, and strategic planning functions and built a team of 5 regional business leaders spanning North/Latin America, Europe, Japan, and Asia-Pacific.
 - Retooled corporate culture to align with new vision and crafted a 3-year strategic plan. Developed and rolled out a high-potential talent development program.

EARLY CAREER PROFILE

UNIVERSAL STUDIOS – Orlando, FL

Promoted 3 times into senior executive roles in multiple global locations. Led up to \$600M in licensing revenue and produced up to 78% net margins with international teams ranging from 90 to 180 personnel.

SVP – WORLDWIDE CATEGORY MANAGEMENT [2 years]

- ✓ **Stimulated +\$800M in retail sales** through development of turn-key product portfolios in high-volume sectors. Negotiated agreements with major retailers and market leaders such as PepsiCo, Post, Verizon, and Ford.
- ✓ **Won 63% higher royalty rates than companywide average**, sourcing licensees and retailers worldwide to promote licensed merchandise in apparel, home furnishing, electronics, infant product, and packaged goods categories.
- ✓ **Generated +\$170M in revenue** as executive lead on Universal Studios merchandise business. Rebuilt strained relationship by leading C-level weekly briefings and negotiating buy-in to new business opportunities.

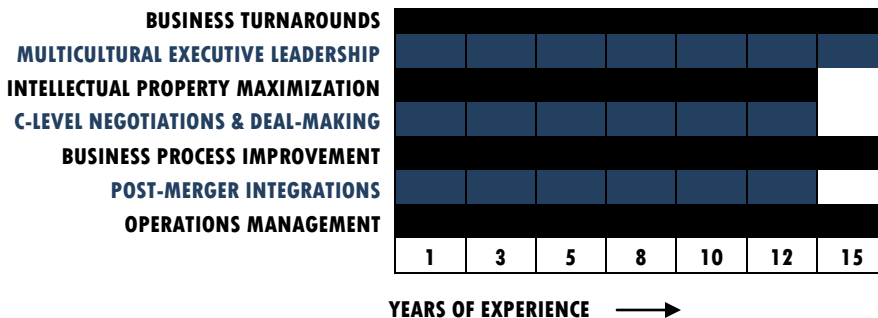
VP & MANAGING DIRECTOR MEXICO [2 years]

- ✓ **Guided divisional turnaround to boost profits 37% and 40% in 2 straight years.** Heightened engagement of Top 20 licensees by cultivating top-down business development commitment. Intensified product development and retailer marketing.

VP INTERNATIONAL MARKETING & GLOBAL BRAND DEVELOPMENT [2 years]

- ✓ **Optimized global performance of \$17.8B intellectual property portfolio**, leading an international task force to standardize and streamline >100 brands. Repaired global brand fragmentation and crafted new brand identities and IP architecture.

EXECUTIVE ASSETS



“Rand is a born leader. He instinctively knows how to rally the troops around the flag & harness team talents to achieve major stretch goals.

Al Majors – CEO, TECHSMITH

YEARS OF EXPERIENCE →

Resume Strategy

Rand presented with a strong work history but a very poor resume and unclear brand. After clarifying his achievements and brand uniqueness we were able to overcome his concerns that his most recent role might not be strong enough to facilitate his next career transition. By upgrading the content of the resume and that role in particular and infusing his summary with more specific achievements and brand descriptors, his whole presentation was dramatically elevated.

Using lean language enabled the additions of a skills chart and 2 testimonials which also added more visual flair to the document. A tabbed layout further strengthened his visual branding. In his summary we focused on his UVP and made good use of his Universal Studios experience and academic credentials.

The result was a dynamic resume that generated a series of interviews as a result of Rand's networking efforts. He landed the role of his choice in about 6 months.