



NEIL MCTAVISH

CAPTURED #1 MARKET SHARE WITHIN 18 MONTHS OF START-UP IN COMPETITIVE ORGANIC PRODUCTS SECTOR

C-SUITE OPERATIONS EXECUTIVE ~ ORGANIC AGRICULTURAL PRODUCTS

INDUSTRY AWARDS

SBA *Entrepreneur of the Year (3X)*

Inc. 500 *America's Fastest Growing Private Companies*

Metro Atlanta Award – *Fastest Growing Privately Held Company in Greater Atlanta*

Chicago Expo *Best of Show Product Award – Organic Category*

Georgia *Entrepreneur of the Year*

Ernst & Young *Entrepreneur of the Year Award*

Deloitte Fast 50 Consumer Products Companies *Regional Winner*

CREDENTIALS

EMORY UNIVERSITY
MBA

BS in Business Administration

CERTIFICATIONS
PMP

BOARD LEADERSHIP

BOARD MEMBERSHIPS

OM Naturals

Organic West

Organix

Association of Natural Products

Atlanta Chamber of Commerce

Realized >\$2.7B in Revenue & +750% Shareholder Returns for 3 Firms

C-SUITE LEADERSHIP: Entrepreneurial CEO who drove 3 businesses from concept to billions in sales. Recruited, built, and directed leadership teams with up to \$900M P&Ls.

EXPERTISE: Multicultural senior executive with a passion for organic products and a gift for bringing business and product visions to life. Gained cross-functional exposure to sales, marketing, and operations via repeated promotions in 3 firms.

RETURN-ON-INVESTMENT:

- **Spearheaded profit turnaround for Organix that pushed sales to \$673M.** Won #1 market positions via M&A-driven expansion into Europe.
- **Propelled Organic West's sales from \$0 to \$425M in 3 years.** Guided start-up strategy evolution and scaled operations to meet consumer demand.
- **Quadrupled OM Naturals' sales over 5 years;** strategized and spearheaded 55% penetration of commercial SMB market.

Cultivated Product Development, Manufacturing & Sourcing Network Spanning China, Taiwan, Hong Kong, Europe & The Americas

C-SUITE EXPERIENCE & ACHIEVEMENTS

CEO | ORGANIX | Atlanta, GA

2009 – Present

Turned around declining profits for this start-up manufacturing organic, sustainable, and environmentally responsible products. Built the business case and secured board buy-in for and led end-to-end corporate rebranding. Named to the board in 2010.

- **Spearheaded end-to-end company rebranding** to a comprehensive provider of products for conventional, sustainable, and organic agriculture market segments.
- **Boosted sales 78% by shifting focus from exclusive B2B to B2C** through oversight of website and e-commerce rollout.
- **Captured Top 10 Google page rankings for hundreds of products,** targeting customers by segment with tailored interactive content.
- **Quadrupled manufacturing partners and expanded product line from 31 to 425 SKUs.** Instituted co-marketing initiatives and trade shows with manufacturing partners, earning go-to reputation.
- **Pushed annual Whole Foods sales from \$350K to \$41M annually as #1 corporate account.** Secured the company's 5 largest corporate accounts with industry leaders such as Trader Joe's and Whole Foods.



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RECOMMENDATION

“Neil is a C-suite dynamo with a stunning track record of improving operations, profits, and sales for small to large companies in the organic products space. His vision and his ability to forge consensus are unparalleled. He drove Organix revenue up by 100s of millions of dollars in the midst of the Great Recession – no small feat.”

ROGER SIMONTON | CHAIR,
BOARD OF DIRECTORS |
ORGANIX

C-SUITE EXPERIENCE & ACHIEVEMENTS, CONTINUED

CEO | **OM NATURALS** | Atlanta, GA

2000 – 2009

Increased revenue by \$98M, elevating operations of this high-volume technology supplier to 7K health food stores throughout North America. Directed a \$375M P&L and 48 personnel.

- ⦿ **Attained Whole Foods recognition as Co-Managed Supplier** for elite-level gross margin ROI. Sustained adherence with stringent supplier metrics; earned **Supplier of the Year** honors 3X.
- ⦿ **Generated \$16M in savings**, lowering in-stock inventory up to 25%, reducing back-stock +50%, and improving inventory turns up to 20%.
- ⦿ **Cut shipping lead times 50%**, from 8 to 4 days, realigning distribution to match key customer warehouse capabilities.
- ⦿ **Overcame 100% West Coast port closure with zero delivery interruptions.** Sourced and built relationship with West Coast high-volume private label manufacturer.
- ⦿ **Positioned company for loss-free exit/sale in the face of a faltering economy.** Avoided \$25M loss in retained earnings via timely business line divestiture. Rescaled business, cut inventory, and sold remainder at full price with zero write-offs.

EARLY CAREER ACHIEVEMENTS

CEO | **ORGANIC WEST** | Atlanta, GA

10 Years+

Drove \$425M in sales for this developer and marketer of >100 organic products to 500+ global customers and 32K dealers/ resellers. Led an executive team of 12 with P&L oversight and 225 employees. Raised \$250M in expansion funding. Appointed to the board upon departure.

- ⦿ **Restored EBITDA profitability, spearheading turnaround upon promotion to CEO.** Architected company-wide streamlining, revamped product lines, and replaced 82% of workforce while driving performance improvements.
- ⦿ **Forged a supplier network of 62 throughout Taiwan, Hong Kong, and China** to fuel product line expansion. Saved \$59M in COGS over 4 years and resolved product quality lapses. Accelerated product regulatory certification up to 40%.
- ⦿ **Tripled sales in 3 years and pushed revenue from international markets to 25% of total sales.** Paved the way for European market entry through acquisition of largest European distribution partner.

Promoted through the ranks to the boardroom over the course of decade-long+ tenure.



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Project Overview:

Neil sought resume help since as a serial entrepreneur he had never had or needed one before. We worked to pull achievements out of his experience and quantify them so his track record of success would be concrete enough for the readers of his resume.

We described Neil's experience in strategic terms, carefully choosing on those achievements necessary to promote his C-suite leadership experience. Since he has a passion for organic products, I elected to use a leaf logo. Given his bold personality this seemed to fit him well.

With a record of several awards to his name, I wanted to put those front and center without distracting from his summary, so I elected to use a table to organize these elements in columns.

Neil launched his job search via networking and quickly landed a role in an emerging organic CPG firm in his target geographic location.