

BRYAN SMELTZER

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PRODUCT INNOVATION AND MARKETING SUCCESS BLOG: BRYANSMELTZER.WORDPRESS.COM

SUMMARY

Strategic visionary with extensive international, multi-brand, business development, product creation, marketing and sales leadership experience.

Proven executive with instinctive ability to build, lead and inspire high-performance global teams, establish distribution channels, and execute product category market share growth.

Outdoor enthusiast with a passion for sports, an active lifestyle, and inspiring others to excel. Firm believer in 'you are what you live' and an advocate that the key to sustainable long-term success is a dedicated approach to work and life.

STRENGTHS

- Business development
- Brand equity management
- Global marketing execution
- International brand positioning
- Product creation and licensing
- Social media strategy
- Digital evolution leader
- Executive sales leadership
- Market segment development
- Innovation driven
- Sports marketing
- PR/Media communications

EXECUTION

Business Development: Led multi brand market development of **TaylorMade/adidas Golf** softgoods/accessories licensed business from \$11M to \$48M over a three-year span.

Product: Led softgoods/accessories product creation for **Schutt Sports, K-Swiss** and **Oakley** start up divisions accounting for over \$10.2M in revenue, commercialized 1,850 SKU's through initial year of distribution.

Marketing: Set vision and executed strategy for positioning **Zamst** (zamst.us) brand across multi-tier sponsorships, social media and interactive merchandising platforms. Realized elite sports marketing partnerships, strategic alliances and in-store interactive merchandising activation on a national scale.

Finance: Management and oversight of division P&L and forecast accountability for \$48M in revenue with **TaylorMade/adidas golf** licensed business.

LEADERSHIP EXPERIENCE

2011/2018-Present: **Principal/President** | **LiquidMind** | Coto de Caza, CA

LIQUIDMIND

LiquidMind: Business consulting firm: apparel, footwear, sporting goods and consumer products.

- Provide consulting services to consumer driven brands for; go to market strategy, business development, product creation, marketing execution, PR/media, acquisitions, retail merchandising and sales execution.

2012 – 2017: **General Manager** | **ZAMST** | Irvine, CA

ZAMST

ZAMST (zamst.us): \$135M Tokyo-based, premium sports bracing/supports brand with a 22-year heritage and global distribution across 52 countries.

- Recruited to lead the positioning of brand across multi-channel retailers across North America. Executive-level management and oversight of corporate P & L, product, marketing and sales teams.
- Challenged with zero revenue base and no distribution, to realizing multi-channel national distribution.

LEADERSHIP EXPERIENCE

- Led the marketplace development of Zamst brand from start up to achieving national, multi-channel distribution with an 844% organic revenue growth rate (\$5.1M), and 1,825 doors over a 3 ½ year period.
- Accelerated the brand to achieve 5.28% category market share within 12 months of full distribution release across sporting goods, run, outdoor, and golf channels. (Dicks, SportChek, Scheels, PGA SS, JackRabbit)
- Executed multi-tier “go to market” strategy through rebranding, social media execution, in-store activation, digital campaigns, merchandising and product authentication with select NFL/NBA/NHL/MLB teams.

2005 – 2011: **Vice President** | **GATHERING STORM** | Carlsbad, CA

Gathering Storm: \$54M exclusive global licensee of **TaylorMade/adidas Golf** and **Schutt Sports** softgoods/accessories, as well as a distributor of **SKINS** compression apparel and **Arena** performance swimwear.

- Recruited to set the vision, reinvigorate and lead brand strategy development of **TaylorMade/adidas Golf** softgoods/accessories product lines and execute business development opportunities.



2008 – 2011: **Vice President/DM** | **SCHUTT SPORTS** | Carlsbad, CA

Schutt Sports: \$82M football and baseball protective equipment manufacturer.

- Led division start-up and launch of new product lines (football gloves/apparel/accessories) achieving \$1.4M revenue and distribution with 440 teams, 210 sporting good doors and 5 int'l distributors in initial year of launch.
- Repositioned Schutt brand marketing strategy, collateral, imagery and merchandising programs; realized a vertical omni-channel message and authentication across new product categories.
- Directed football product strategy, sourcing and commercialization of 810 SKUs in seven categories in eight months.
- Oversaw NFL on-field football glove qualification and secured impact absorption utility patent.

2009 – 2011: **Vice President, Product Marketing** | **SKINS/ARENA** | Carlsbad, CA



SKINS: Compression apparel; **ARENA:** Performance swim.

- Established strategy and led the division start-up to \$4.2M in revenue and multi-channel retail distribution of **SKINS** gradient compression apparel and **ARENA** performance swimwear brands.
- Executed brand positioning, marketing strategy and region product line plan; interfaced with int'l HQ teams.

2005 – 2008: **VP, Product Marketing** | **TAYLORMADE/ADIDAS GOLF** | Carlsbad, CA



TaylorMade/adidas Golf: \$1.1B golf equipment manufacturer.

- Set vision, product line multi-category execution (golf bags/gloves/accessories) and market positioning strategy to achieve revenue growth from \$11M to \$48M over three years.
- Built product creation team, developed multi-category foundation and realized stand/cart golf bag market share gain of 9.8% to 23.7% over 10 month period.
- Directed national brand marketing strategy, developed integrated social media multi-channel development, PGA Tour events, on-line activation and in-store merchandising.
- 3 Utility Patents as “Inventor of Record”.

2004 – 2005: **Sr. Director, Global Apparel/Accessories Division** | **K-SWISS** | Westlake Village, CA



K-SWISS: Global \$450M premium footwear and apparel brand with a 45-year heritage.

- Recruited to lead global apparel/accessories division repositioning and marketplace development.
- Executive-level management and oversight of P&L, product, design, sales and marketing teams.
- Created updated lifestyle collection; realized a 32% annualized gain on \$3.45M in revenue in initial season.
- Managed international distributors/licensees accounting for \$35M in revenue.

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LEADERSHIP EXPERIENCE

2002 – 2003: **Global Division Manager, Athletic Division** | **OAKLEY, INC.** | Foothill Ranch, CA

OAKLEY: Global \$1B vertical sunglass, apparel, watch, accessory and footwear brand.



- Led start-up, product creation execution, cross functional team management and retail release of NCAA licensed product line consisting of; laser etched eyewear, apparel, watches and accessories.
- Realized revenues of \$1.8M across 326 department store and sporting good doors within 9 months.
- Executive management of Oakley Athletic Division strategic business segment development, operations, marketing, merchandising and retail execution.

1992 – 2001: **President/Founder** | **DAKOTA SKYE APPAREL** | Lake Forest, CA

Dakota Skye: Better Mens lifestyle clothing manufacturer.

- Founded and built company from start up to profitable \$5.4M revenue level, and sold to PE firm.
- Initiated operations as a custom sandal company, designed and later expanded into active wear in the “better men’s” collection segment.
- Developed a national sales presence with representation in major markets across the US, introduced new products seasonally, as well as licensing NCAA universities to produce branded apparel and accessories.

1988 – 1991: **Program Manager** | **HUGHES AIRCRAFT** | Rancho Santa Margarita, CA

Hughes Aircraft: Multi-billion-dollar defense and commercial avionics company

- Maintained project management oversight of several “key” government and commercial avionics programs.

EDUCATION

Bachelor of Science, Industrial Engineering | **UNIVERSITY OF NORTH DAKOTA** | Grand Forks, ND.

VOLUNTEER & CHARITY

Board Member/Advisory Council: MAKE A WISH Foundation

EIR/CMO: San Diego Sport Innovators (SDSI)

Football Coach: POP Warner/Flag Football

ACTIVITIES

Passion for the Outdoors; Mountain Biking, Skiing and Trail Hiking.

Former Football (Running Back): **UNIVERSITY OF NEBRASKA** | Lincoln, NE.

PATENTS

Sports Glove (Impact Absorption): US Patent Application 20100077526

Golf Glove with 360 Degree Ventilation: US Patent 20090313742

Golf Bag having Stand Assembly: US Patent Application 20090057180

Golf Bag having Magnetic Pockets: US Patent 20090057179