

Christopher R. Hickey

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PROFESSIONAL SUMMARY

Work Hard. Have Fun. Believe in Yourself. This mantra has carried me throughout my career and is something I instill in my daughters – as coach and dad. I have spent the last fifteen years in various operational and advisory capacities helping entrepreneurial businesses successfully transition from their early stages of founder leadership to scale and eventual exit – totaling ~\$900M of exit valuation to date. Prior to that, I learned the foundational elements of running businesses and leading teams at two wonderful universities and five world-class companies – primarily CPG Marketing.

PROFESSIONAL EXPERIENCE

CHAPTER 3 – GIVING BACK (Board, Advisor, and Investor Roles with Entrepreneurial Ventures)

CURRENT BOARD/ADVISOR ROLES:

MTN OPS, Fruit Heights, UT

Board Member

Partnering with Founder, CEO, and private equity partner to scale and exit.

Bare Performance Nutrition, Austin, TX

Advisor

The only external advisor – partnering with Founder/Owner to scale and exit.

Prelude, Austin, TX

Advisor and Investor – Start Up

Current, Bay Area, CA

Advisor and Investor – Start Up

BioDrive, Bay Area, CA

Advisor and Investor – Start Up

PAST BOARD ROLES:

Momentous, Jackson Hole, WY

Board Member and Investor

Partnered with Founder at start-up and took through exit to Humble Growth for ~\$80M.

Onnit, Austin, TX

Board Member

The only external board member – partnered with Founder/Owner and CEO and helped with exit to Unilever for \$300M.

CHAPTER 2 – BETTING ON MYSELF (Private Equity-Backed Leadership Roles):

The Isopure Company, Hauppauge, NY

President and CEO

CHRISTOPHER R. HICKEY

Recruited to transition and grow a 25-year-old leading sports nutrition company from Founder leadership to a scalable business and team and position the company for a successful strategic sale for Private Equity owners. Led high-performance, entrepreneurial sports nutrition company of 50 employees with operations that include 12 wholly owned DSD warehouses and direct sales in >40 countries.

Results:

- Doubled the size of the business from \$50M to \$100M in the first 3 years of leadership.
- Partnered with investment bankers to lead company through successful sale process consisting of more than a dozen management presentations and multiple final bids.
- In October 2014, The Isopure Company was sold to Glanbia plc, the Ireland-based global performance nutrition, and ingredients company for \$153M.

Athletes' Performance (now EXOS), Boston, MA

Chief Marketing Officer

Recruited to develop and lead commercialization strategy and execution for entrepreneurial company as it transitioned from its elite athlete heritage to a world-class consumer brand and business to business company. Recognized by Fast Company as one of the Top 10 Most Innovative Companies in Sports.

Result: Company valuation <\$10M on start date and exited for \$350M in 2018 to BDT Capital and Madrone Capital.

CHAPTER 1 – INVESTING IN MYSELF (Big Company, Foundational Roles):

Abbott Nutrition, Columbus, OH

Group Director of Performance Nutrition (EAS and ZonePerfect)

Profit & Loss leadership for complex, fast-growing \$300M Performance Nutrition Group. Led ~50 people in commercial functions, matrix reporting relationships, and agency teams. Pioneered the concept of “supplierships” with professional sports leagues including the NFL/NFLPA, MLB/MLBPA, and NBPA. EAS was the *first and only* performance nutrition brand certified by all these leagues and associations with over 100 pro teams ordering and using EAS products.

Molson USA – Molson and Coors Joint Venture, Golden, CO

Brand Manager

General Mills, Minneapolis, MN

Assistant Marketing Manager

Procter & Gamble, Cincinnati, OH

Assistant Brand Manager Intern

PricewaterhouseCoopers, Parsippany, NJ

Audit Team Leader and Certified Public Accountant

EDUCATION:

Darden Graduate School of Business, University of Virginia, Charlottesville, VA

Masters in Business Administration, May 2000

- Recipient of *The Class of '68 William E. Fisher Memorial Scholarship*
- Recipient of *The C. Stewart Sheppard Service Award and The Kevin Bewley Memorial Award*
- *Raven Society Member*

CHRISTOPHER R. HICKEY

Villanova University, Villanova, PA
Bachelor of Science, Accountancy, cum laude, May 1995