

DOMINIC TAVERNITI

Contact: <https://goo.gl/Nz2px1>

PROFESSIONAL PROFILE

Over 25 year business career, spanning international business expansion, business ownership and product management. Expertise in areas of operations, product development, team management, business growth, and marketing

Key Accomplishments:

- Known for a lead-by-example management style, creative thinking and a drive to innovate. Recognized for professionalism and integrity by both clients and colleagues alike.
- Possesses outstanding communication skills and the capacity for learning quickly across multiple disciplines.
- Practiced in operations, marketing, sales, branding, digital strategy, web programming, project management and product development.
- Entrepreneur who grew multiple businesses from the ground up through effective business planning, innovative marketing and exceptional customer focus.

PROFESSIONAL EXPERIENCE

Co-Founder, Wallwerx / 828 Labs LLC

Asheville, NC 2022 – Present

Wallwerx is a consumer product company that designs and manufactures U.S.-made storage and organization solutions for commercial and home applications. As co-founder and CEO, responsibilities cover the full spectrum of business activities, from finances and operations, to sales and marketing. Responsible for strategic direction of the business, as well as day-to-day execution. Established manufacturing and assembly processes, as well as fulfillment center procedures for wholesale and direct-to-consumer sales. Establishes and manages partner, vendor and customer relationships. Successfully secured partnerships with Home Depot, Walmart, Michaels and other major retailers.

Management & Consulting Services, Taverniti Holdings

Asheville, NC 2018 – Present

Taverniti Holdings is a North Carolina LLC that serves to deliver contract professional services and hold Taverniti business interests. Professional services delivered include:

- Operations management of manufacturing, inventory, procurement, logistics and supply chain
- Financial management including bookkeeping, AR/AP, cashflow, reporting/filing, investor fundraising
- E-commerce consulting and management on platforms and sales channels across Shopify, In-house e-com, Amazon, Walmart, Home Depot, and more.
- Marketing strategy development, media production, content creation, oversight and analysis

Co-Founder, CharGrow

Asheville, NC 2018 – 2023

CharGrow manufactures natural soil amendments that allow growers to cut cost, move away from harmful chemicals and permanently build the fertility of their soil.

- Financial – Financial strategy; bookkeeping & budgeting; capital raise & investor relations
- Operations – Logistics, fulfillment, procurement; product production; inventory management; vendor relations; hiring, personnel management; product trials, testing, registrations; establish e-commerce business
- Marketing – Content strategy and development, web design and development, SEO, advertising, trade shows, online and direct campaign design and execution; product packaging, go-to-market strategy & execution
- Sales – Establish reseller, distributor & sales channels; inbound & outbound sales activities; RFP development, quoting and invoicing, customer support & engagement

UGoTour is a new media startup company in the travel and tourism sector providing an interactive media and marketing channel to businesses, destination marketing organizations, tourism development authorities and convention and visitor bureaus to engage directly with their audience.

- 7 month contract engagement to develop product roadmap and define technology architecture for next generation platforms, web application and native iOS/Android mobile apps; manage agile product development & UX design.
- Company and business development activities, including developing growth strategies, seed round capital raising, cultivating strategic partnerships, and designing operational processes. Through a combination of operational efficiencies and the establishment of a key strategic partnership, content production capacity and market expansion was exponentially multiplied.
- Company-wide marketing responsibilities, including B2B, B2C and client marketing enablement through education, collateral and reporting. Clarified value proposition and messaging, and defined audience segments for targeted marketing efforts. Increased in-app/on-site conversions by multiples, month-over-month through effective optimization.

Director of Software Engineering, Cloud Platform & Applications, SMARTRACFletcher, NC 2015 – 2016

SMARTRAC is the leading global company in the field of RFID technology to make products smart and enable businesses to identify, authenticate, track and complement product offerings with digital-based services. Linking objects with customers' IT systems and the Internet, SMARTRAC is enabling item level connectivity and tracking for the IoT.

- Manager of multi-disciplinary team of user experience and visual design, front-end web development and Java application development, 7 direct reports
- Product manager of SMART COSMOS Market, an e-commerce web application to sell and manage IoT SaaS platform extensions, and support the developer lifecycle, from onboarding to revenue reporting
- Scrum master in agile development of products ranging from web applications, native apps and demos/proof-of-concepts focused in areas of IoT/NFC for the retail, automotive, healthcare, food and manufacturing sectors.
- Office manager responsible for outfitting, launching and managing new facility
- Position eliminated when plans for Market product were canceled

Practice Manager, Professional Services, BLACKBAUDRemote / Charleston, SC 2009 – 2015

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. With annual revenues over \$900 Million, Blackbaud supports 30,000+ customers worldwide.

- Managing, developing and mentoring cross-functional Professional Services teams of senior Information Architects, Visual Designers, Online Marketing Strategists, Product Consultants and Pre-Sales Professionals, 17 direct reports
- Ownership of Sales Support for interactive products and services; grew annual target to \$10M
- Planning, staffing, and leading annual conference presence for Interactive Services department
- Participating in and leading integration efforts following company acquisition, including compensation leveling, sales support, product strategy, and services consolidation
- Working closely with Marketing to devise and execute strategies that raise awareness and maximize lead generation
- Developing product and services offerings, including website and user experience design, CMS implementation, SEO/SEM, strategic retained engagements, conversion optimization and analytics, and donor engagement
- Product manager of SaaS web applications for content, media and e-commerce management
- Executive Sponsor on enterprise client projects/accounts to resolve client escalations and strengthen relationships

Owner, Web Designer and Developer, APPLIED VITALSSan Francisco, CA; Charleston, SC 2005 – 2009

Full service web design and development, with e-commerce focus; technology consulting; graphic design, branding and marketing. 2008 Webby Award and 2008 IAC Award for participation on team responsible for Eyesondarfur.org

Operations Manager & Partner, SUNCHI CAPITAL CORP.San Diego, CA 2002 – 2005

Business development, franchise contract negotiations and controller for investment and international business expansion firm, specializing in expanding U.S. franchises into Asian markets, including Gold's Gym and Stuart Anderson's Black Angus.

Curriculum design, online program direction, instructor hiring/training/managing for Internet-based education company providing virtual education classes to South Korean school-aged children.

Customer relation program development and execution of major accounts, including Microsoft and CNET, for a customer relations & intelligence firm working with technology clients to gather, analyze and repurpose top-tier customer data.

EDUCATION

Bachelor of Science in Management (1996), Marketing with International Business focus
A.B. FREEMAN SCHOOL OF BUSINESS, TULANE UNIVERSITY, New Orleans, LA