**Theodore D. Head**

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Profile Webpage [www.theodorehead.com](http://www.theodorehead.com)

Accomplished executive leader with global experience across all aspects of business operations, change management and product life cycle. Operationally focused, from corporate facilities through global manufacturing and out-sourcing. Proficient in Multinational Strategic Alliances & Business Development, establishing global sales and logistics channels with focus on brand awareness. Proven leader and team developer from start up to global infrastructure.

**Skills and Proficiencies**

C-Suite Executive | Consultant | Strategic Alliances | Start Up | Operations Management | Leadership | Business Development | Team Building | Global Logistics | Multinational Accounts | SaaS | BPO | CRM | SEO | Change Management | Marketing Management | Turnkey Manufacturing | Go-To-Market Strategy | Channel Development | Streaming Technology | Brand Initiatives | Product Road map | P&L | Budgeting | Cost Analysis | E-Commerce | Consumer Products | Consumer Electronics | Telecommunications | Word Press | Shopify | WooCommerce

**Professional Experience**

**Chief Operating Officer (Fractional COO)** February 2022 – Present

***Apex Creative NYC, New York NY (Remote from AZ)***

***Apex Creative is a boutique creative agency and production house dedicated to brand building through content creation, social media & digital marketing. We like to call ourselves "visual storytellers" because we approach marketing from a storytelling perspective.***

* Bought in to manage the day to day operating functions to support the Founder, allowing him to focus on client growth
* Additionally took on the Chief People Officer (CPO) role to support a Change Management initiative
* Successfully set up new company infrastructure including PEO, Bookkeeping, Web Back End, and Productivity Models
* Focus on team development and KPIs for better efficiencies and support of client base
* Support of executive team by consulting and offering new solutions to existing issues holding back growth of the agency

**Chief Operating Officer (Fractional COO)** August 2021 – Present

***Pildora Enterprises, LLC, Miami FL (Remote from AZ)***

***Pildora is a Wellness, Health, Beauty e-commerce company focused on sustainable and eco-friendly products and lifestyle. As a growth stage company, Pildora focuses on a like-minded community to support inner and outer wellness, along with efforts toward a sustainable global ecosystem.***

* Took charge of the operating functions to support the Founder, allowing her to focus on the corporate vision
* Established a cross functional team to drive forward the company mission
* Achieved 35% OH cost reduction in the first quarter by enhancing staff efficiencies, and eliminating redundant consulting and operational expenses
* Successfully set up new company infrastructure including PEO, Bookkeeping, Web Back End, and Productivity Models on a small business budget.
* Synchronized CRM and SaaS systems to support ecommerce sales
* Developed a marketing team to drive forward the vision of the Founder which increased engagement by 200% through robust marketing campaigns, SEO and brand initiatives

**Chief Operating Officer / Exec. Managing Director** March 2020 – August 2021

***PCT International / PCT Solutions, Tempe, AZ***

***PCT International* has been supporting consumer homes since 1997 with the best quality connectors and cable through major Cable TV and Broadband providers globally. *PCT Solutions* was established to offer Innovative Connectivity Broadband products to DIYers, Independent Installers / CEDIA, and the retail channel markets.**

* Achieved 50% OH cost reduction by enhancing staff efficiencies, and eliminating redundant operational expenses within 3 months
* Successfully created a cohesive executive team, establishing cross functional departments
* Drove the Change Management initiative based on new corporate plans and goals
* Directly managed Operations, Engineering, Global Sales, Marketing, Logistics and IT teams
* Controlled global manufacturing, supply chain relationships including company owned factory.
* Set up new company infrastructure (PCT Solutions) including Registration, Banking, HR and Operations
* Successful P&L control with GP goals of 50+%
* Synchronized CRM and SaaS system to support ecommerce sales
* Developed international sales and distribution presence
* Grew Brand Awareness by 300% through robust marketing campaigns

**Chief Executive Officer / Chief Operating Officer / President** January 2007 – January 2020

***SiliconDust USA Inc. / Silicondust UK Ltd, Pleasanton, CA***

***SiliconDust*, an innovator of the HDHomeRun brand of Network Attached TV tuners for live TV streaming throughout the home, ranged in annual sales between $3-5 M per year. SiliconDust was a global presence throughout North America, UK, Europe, Australasia, and South America.**

* In addition to the US entity, held the position of Executive Managing Director of Silicondust UK Ltd., the UK entity for Brand expansion throughout Europe, since 2014.
* Controlled Global cost of manufacturing below 50% with just-in-time forecasts
* P&L management with GP goals of 40-50%
* Led a diverse team across all aspects of the company including operations, logistics, engineering, support and accounting
* Developed an international sales network through contract representatives, distribution, 3PL and direct sales
* Negotiated freight tariff rate reductions of at least 10% annually, both domestic and international
* Controlled logistic systems across global markets ensuring expeditious delivery to customers across the entire sales channel
* Coordinated PR and marketing campaigns

**Sr. VP Business Development** 2000 – 2007

***Global Eagle Services, Santa Clara, CA***

***Global Eagle Services was a Circuit Board, Product and Display Controller turnkey services company, supporting domestic and international manufacturing solutions for US companies.***

* Established the company as a global turnkey operation, creating and managing relationships with Asian manufacturing partners, across all aspects of the product lifecycle
* Developed and maintained a solid customer base with varying needs and product types within our corporate capabilities
* Managed sales and operations team to ensure timely delivery of customer orders
* Worked directly with the President on budget planning, goals and expense management for all departments
* Developed and managed both vendor and customer relationships globally to ensure expectations were continually met

**Education**

Bachelor Science Degree, Business Management

California State University, East Bay, Hayward, CA

Bachelor Science Degree Marketing Management

California State University, East Bay, Hayward, CA

Associate Science Degree Psychology / Sociology

West Valley College, Saratoga, CA