



Zachary Klassen

Consultant, Management Executive
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SUMMARY A serial entrepreneur, I specialize in bringing product ideas to market. Working in a variety of industries ranging from coffee to gardening supplies, since 2012 I've raised over \$1M in capital and successfully launched four companies of my own, all still in operation today. I have a successful track record of identifying opportunities in emerging markets as well as penetrating competitive markets and building cash-flow positive companies from the ground up. I work in Corporate Sales & Investments, Product Development, Creative and Web Design, Real Estate and Capital Fundraising. I am bilingual in English and Spanish, and also speak some French.

EXECUTIVE EXPERIENCE **Founder, CEO - Zack Satchel Brand Management** **2016 - Present**

Providing consulting, full-service management and sales support. Specializing in business development, rebranding, new product development, marketing, sales, customer service support and brand curation.

Partner, CEO - Angry Oz Hot Sauce **2015 - Present**

Co-founder of Australian hot sauce company start-up. From concept to production with sales outlets in retail, food service and e-commerce. Launched market entry to Canada and the USA and established North American production.

Managing Director - Breathe Yoga Wear **2016 - Present**

Managing product creation, distribution and sales. Overseeing all online and direct marketing and sales, social media strategy and branding.

Consultant - Station Cold Brew **2017 - Present**

Contracted to create and launch craftondraft.com, a lead generation website that uses third-party logistic partners to deliver kegged beverages to offices and foodservice customers. Architected the successful launch of the Station Cold Brew private label cold brew program.

Managing Director - Scanomat Canada

2017 - Present

Responsible for all Canadian sales and distribution of the Scanomat Topbrewer Coffee Machine.

Category Manager, Ready to Drink - Blue Tiger Coffee

2014 - 2017

Successfully directed the branding, marketing, and launch of Blue Tiger's first retail ready-to-drink product: SOS Cold Brew Coffee. Established partnerships with over 200 major retailers. Implemented sales programs via training and relationship building at the company's 14 branch offices. Created an on-tap program for offices to facilitate keg sales of the company's products.

CEO, Agrarian Organics Inc.

2011-2014

Initiated product and company launch, implemented sales and marketing strategies, recruited investors and secured financing. Managed all initial operations including manufacturing, fulfillment, strategic planning, human resources, merchandising, and sales. Established sales partnerships with over 400 retailers in only 5 months, building up to 750 by 2014. Developed sales partnerships to distribute product North America-wide. Negotiated successful sale to shareholders in 2014.

CEO, Klassen Coffee Inc.

2008-2011

Established Klassen Coffee Inc. from the ground up. Managed HR, sales, marketing, and finances. Negotiated successful sale to shareholders in 2011.

SKILLS E-commerce sales including, Amazon FBA, SEO, Web platform sales
Video, audio production and editing
Curation and implementation of social media branding strategies
Leading staffing teams in excess of 20 persons
Vendor, distributor, and customer acquisition and management

PROFESSIONAL DEVELOPMENT

BCIT Web Development And Design 2011
Computer Programming, HTML, CSS Coding
UBC School of Business, Macro & Micro Economics 2009-2011
Micro Foundations of Real Estate Economics, Capital Markets and Real Estate, Real Property Law and Real Estate Ethics, Foundations of Real Estate Appraisal
Grade 12 Diploma- Kamiak High School, Mukilteo, WA, USA 2005