



## David Haynes

Senior Executive - Growth & Turnaround | P&L | Transformative | Hands-on Leader | Sales Execution | Growth Strategy

Cleveland/Akron, Ohio Area

Message



Blue Fire Beacon

Pepperdine University, The George L. Graziadio Scho...

See contact info

500+ connections

Versatile and savvy commercial executive with consistent success delivering growth in diverse organizations ranging from start-ups to private equity-owned to Fortune 100 businesses, and spanning sectors including manufacturing/distribution, IoT, energy/clean tech , and enterprise softwa...

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## Experience



### Managing Director

Blue Fire Beacon  
2015 – Present • 3 yrs  
Ohio

Strategic growth and business consultant focused on helping Private Equity or privately held companies evolve and grow. Provides value by providing interim leadership or consulting services surrounding growth strategy development, product/service innovation & marketing, revenue improvement strategies, commercial effectiveness improvement, organizational transformation, and brand development.



### Managing Partner

Red Fence Holdings  
2018 – Present • less than a year  
Cleveland/Akron, Ohio Area

Red Fence Holdings seeks to acquire and operate a small business with a history of stable and profitable operations with annual revenues between \$8 million and \$25 million.

Our goal is to enhance our investment, while preserving the legacy of the acquired business.



### VP Innovation & Business Strategy

SmartShape Design  
2016 – Present • 2 yrs  
Cleveland/Akron, Ohio Area

Responsible for helping to guide businesses through strategic marketing and the application of innovation methods that tangibly identify market opportunities and drive top and bottom-line growth.

David's deep knowledge in growth strategy development, product/service innovation and marketing, and commercial effectiveness improvement provide insightful and practical perspectives that helps companies, large and small, achieve their ambitious goals.



**Board Of Directors**

Cleveland Whiskey, LLC

2016 – 2018 • 2 yrs

Cleveland/Akron, Ohio Area

Cleveland Whiskey has developed disruptive technology to dramatically accelerate the maturation and flavor development of distilled spirits. The Cleveland Whiskey process is Radically Different and creates a flexible and scalable "just-in-time" manufacturing environment. Our Underground Select line uses truly transformative woods and innovative technology to create a line of revolutionary new flavors that push the boundaries of traditional whiskey.

**Vice President Marketing and Sales**



Transtar Industries

2014 – 2015 • 1 yr

Walton Hills, Ohio

Private equity owned, global manufacturer and distributor of aftermarket and OEM automotive products. Member of the executive leadership team and reported to holding company CEO. P&L responsibilities for the \$400M USA business and led direct, indirect, and e-commerce channels. Directed all commercial functions including strategy, sales (team of 250 inside/outside sales), product management and marketing, communications, retail branch operations (75 locations), e-commerce, and product fulfillment.

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**Education**



**Pepperdine University, The George L. Graziadio School of Business and Management**

MBA



**University of Saskatchewan**

Bachelor of Engineering, Civil Engineering



**Volunteer Experience**

**Youth Sports Coach**

Kenston Community Education

Children

**Skills & Endorsements**

**Business Development** · 41

Endorsed by Dave Powell and 4 others who are highly skilled at this

Endorsed by 15 of David's colleagues at Honeywell

**Strategy** · 36

Endorsed by Don Naab and 1 other who is highly skilled at this

Endorsed by 2 of David's colleagues at Transtar Industries

**Strategic Planning** · 32

Endorsed by Robert Koblinsky, who is highly skilled at this

Endorsed by 3 of David's colleagues at Transtar Industries

6/27/2018

David Haynes | LinkedIn

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