



**Reid Pearson** · 3rd  
Founder & CEO at Zeek Bar

Talks about #cpg, #startups, #marketing, and #entrepreneurship  
San Francisco Bay Area · [Contact info](#)

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 **University of Southern California - Marshall School of Business**

## Activity

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Reid Pearson posted this · 4h

Crowdfund campaign launch is Monday... 🚀

If you've been following along, so excited to share with you our campaign.

[...show more](#)

👍 5

Reid Pearson posted this · 1d

In startups you play offense and defense.

Offense is more fun. You get to take shots, build, expand, grow.

[...show more](#)

👍 3

[2 comments](#)

Reid Pearson posted this · 2d

Anyone \*not\* have a difficult category in CPG?!

Don't be discouraged by people telling you, "Oh that's a really challenging category."

[...show more](#)

👍 62

[13 comments](#)

Reid Pearson posted this · 1w



Look what I built!

Lots of warehouse work yesterday.

[...show more](#)

👍 42

[12 comments](#)

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## About

Hi there!

I'm passionate about startups, CPG, mindfulness/Zen, and healthy/fitness.

[...see more](#)

## Experience



### Founder & CEO

Zeek Bar

Jan 2019 - Present · 3 yrs 9 mos  
San Francisco Bay Area

Zeek Bar is the kids snack bar re-imagined: 50% less sugar, 8g protein. We're building the next great brand for kids, by kids.



### Corporate Services Specialist

Whole Foods Market

Jun 2016 - Jun 2018 · 2 yrs 1 mo  
San Francisco Bay Area



### Project Manager

Cleatskins · Freelance

Jun 2014 - Jun 2016 · 2 yrs 1 mo  
Los Angeles, California, United States

Outside project manager for fast growing, CPG brand Cleatskins. Helped founders with various commercialization tasks from optimizing Amazon, digital advertising, and event activation.



### Head Of Marketing

Fanlime

Mar 2011 - Mar 2015 · 4 yrs 1 mo  
Greater Los Angeles Area

Fanlime is a cutting edge mobile platform for the world's top athletes to showcase their favorite products.



### Director Of Business Development

Human Recovery Center

Mar 2012 - Mar 2013 · 1 yr 1 mo  
Greater Los Angeles Area

Partnered with Neuromuscular Therapist (NMT) to top professional athletes (Lakers, Clippers) to introduce an innovative Cryotherapy center in Los Angeles. Worked directly with co-founders

[...see more](#)

[Show all 6 experiences →](#)

## Education



University of Southern California - Marshall School of Business

BS, Business

2008 - 2011

Grade: 3.9

Activities and societies: Greif Center for Entrepreneurial Studies

## Skills

### Entrepreneurship



Endorsed by Walid Abdul-Wahab and 3 others who are highly skilled at this



Endorsed by 2 colleagues at Zeek Bar



32 endorsements

### Start-ups



Endorsed by Darin Ezra who is highly skilled at this



19 endorsements

### Leadership



Endorsed by 2 colleagues at Zeek Bar



12 endorsements

Show all 22 skills →

## Recommendations

### Received

Given



Emil Vladimirov · 2nd

Sales Executive/Project Manager

December 4, 2014, Reid was Emil's client

Reid is an excellent diligent Startup Executive. He handles business development at the top of his class.



Deborah Castro · 2nd

President/Chief Strategist and CMO, Creative Productions

May 13, 2013, Deborah worked with Reid but they were at different companies

Reid is a leader and a connector--he has the ability to recognize opportunities and partnerships and bring multiple parties together who can benefit from collaboration. He has entrepreneurial instincts that are demonstrated by his willingness to work with new ideas or ventures. He's made incredible inroads at Fanline by seeing what's possible and being part of a big idea. Reid reached out to me as a L ...see more



Jan Banks · 3rd

Media Consultant

May 6, 2013, Jan was Reid's client

Reid is very bright young man with with vision. He works well with everyone and is very trustworthy and driven! Probably the most driven person I know.

Show all 5 received →

## Courses

Stanford CS 101

## Interests

### Influencers

Companies

Groups

Schools



Kat Cole · 2nd

President, COO, & Board of Directors at

Athletic Greens

350,385 followers



Tony Robbins · 3rd

#1 New York Times best-selling author, life and business strategist, philanthropist, entrepreneur

7,231,676 followers

Show all 11 influencers →