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Top Skills

Financial Forecasting
Strategy
Start-ups

Brent Williams

Executive/Advisor/Strategist
Los Angeles Metropolitan Area

Summary

Global executive leader with 20+ years of expertise within the consumer goods sector. My experience includes senior leadership roles developing and integrating business operations, M&A, infrastructure, technology, and the scaling of revenues across North America, Europe, Asia, and Oceanic. Additionally, I've led the vision, financial models, and the road-map for blue chip companies, mid-cap companies and start ups to achieve, scale, and sustain company goals and objectives.

Core focuses are strategic growth & partnership relations, acquisitions, team building, supply chain, finance & analytics, revenue channel expansion, and general operations.

Specialties: Financial management; FP&A, metrics analysis; strategic development; cash management; global logistics & distribution; inventory management; fast growth; identifying inefficiencies and streamlining operations; identifying and managing strategic partnerships; IT strategy and planning; people development and mentor-ship.

Experience

HapTech Holdings, Inc.

Co-Founder & CEO

February 2022 - Present (2 years 4 months)

Los Angeles, CA

HapTech Holdings, Inc. is a technology company that sells and licenses multi-patented Bluetooth enabled haptic products. The result is one of full immersion for the user in sound and vibration. By adding a tactile sensory experience to sound and sight, enhancing music/movies/gaming and experiences and more, it also allows for a deep flow state and increased mindfulness leading to a multitude of proven health and wellness benefits as well. This led the company to redirect its focus to both the health & wellness field in addition to

the entertainment aspect, proving out several mental and physical wellness application's with the technology.

StartAgain Associates, Inc.

Advisor/CFO (fractional)

September 2021 - Present (2 years 9 months)

Los Angeles Metropolitan Area

Financial advisor and consultant for the medical, health, and wellness company that focuses on training, curriculum, and technology dedicated to providing resources to improve health treatments, in addition to private practice settings and corporate wellness programs. This includes the MET(T)A Protocol, online and live training, and development of software for a wearable technology company to assist in applications in all phases of EMDR therapy, as well as other health related applications. In addition to finance responsibilities, a major initiative has been to augment the purchase and partnership of a technology company that plays a critical role to the companies services and evolution of treatment.

DropLabs

VP of Business Operations

July 2019 - November 2021 (2 years 5 months)

Los Angeles, California, United States

Led global initiatives for the DTC, online driven company in supply chain and distribution, CX, marketing, expansion of revenue channels both on and offline, company FP&A, and general day to day business operations to drive company objectives and strategies.

ZOZO USA

VP of Operations & CFO for North America/APAC

August 2017 - July 2019 (2 years)

Greater Los Angeles Area

Headed operations for the Americas and APAC regions for the publicly traded online retailer, headquartered in Japan. Our parent company is one of the largest online retailers in Japan, and is currently expanding on a very global level with the idea of making a 'size free world'. My role was specifically to lead all operations within my regions in the capacity of: distribution & logistics, CX, inventory management, finance, analytics, legal, HR, system integrations, and general growth strategies.

90266 Holdings, Inc.

Partner - Financial/Operational Consultant

December 2008 - September 2017 (8 years 10 months)

Manhattan Beach, CA

90266 Holdings is a Management and Incubator firm specializing in the financial and operational leadership for small to medium sized businesses, as well as assisting start up's with business plans, strategy, and funding support. Core clients consisted of online retailers, apparel retailers, various start-ups and most recently businesses with a focus within the sustainable goods markets. Specific focuses were on financial planning and analysis, cash management, BI & metrics analysis, operating inefficiencies, distribution, and strategic growth planning.

Groceries Apparel

CFO/COO

November 2014 - August 2016 (1 year 10 months)

Vernon, CA

Led finance and operations for both the branded and private label divisions, as well as the in house manufacturing facility. Main objectives were to provide operational and financial leadership and strategic development for the company. Responsibilities included financial management, FP&A, inventory controls & projections, cash management, direct shipment flow and allocations, determine manufacturing priorities, and to help manage key relations across all facets of the business.

EVER, LLC

Chief Financial Officer

January 2009 - November 2010 (1 year 11 months)

Greater Los Angeles Area

Headed all finance and operations for the contemporary wholesale/retail brand providing financial leadership for growth and strategic development. Was responsible for all accounting functions, financial planning and analysis, inventory controls, distribution, customer service, allocations, investor relations, cash management, and operations (wholesale, retail and ecommerce).

KP Fashion Company

Director of E-Commerce

February 2008 - December 2008 (11 months)

Managed the development, growth and all operations of the online business unit for Kira Plastinina, as well as directed all online marketing objectives for the launch of the retail brand.

Liz Claiborne (C&C California Brand)

E-Commerce Manager

March 2007 - February 2008 (1 year)

Greater Los Angeles Area

Managed the growth and sales strategy for the Online Business at C&C California, a division of Liz Claiborne.

Lucky Brand

Sr. Finance Manager

September 2004 - March 2007 (2 years 7 months)

Greater Los Angeles Area

Managed the Financial Operations for two divisions, (Lucky Brand Jeans and C&C California) within Liz Claiborne, which included month end close, budgeting and general FP&A.

Garan Inc.

Division Controller

June 2003 - September 2004 (1 year 4 months)

Responsible for all financial and cost analysis.

Education

Suffolk University

BSBA -- Finance