



Per Welinder

Operating Mandates and Advisory

*The Steady Hand for Consumer Brands in
Transition*

30 Years of Cultural Flywheels

I turn high-passion 'scenes' into high-performance systems. From co-founding **Birdhouse Skateboards** with Tony Hawk to doubling for Michael J. Fox in *Back to the Future*, I have spent three decades building the cultural flywheels that define global brands.

Today, I apply that same 'founder-first' intuition to professionalize organizations for their next high-stakes transition.

\$35M+ Revenue. 1,000% Growth

Scale: Built a global consumer brand platform reaching **\$35M** annual revenue at its peak.

Network: Managed 2,000+ U.S. retailers and 90 international distributors with a **70-person team**.

Efficiency: Improved net margins from 8% to 12% through sourcing and supply-chain optimization.

Advisory: Seed investor and advisor for Sezzle (break-out fintech win).

Current Mandates

1. Interim CEO/COO: Stepping in to stabilize organizations, align leadership, and drive execution during high-stakes transitions.

2. Value Chain Audit: Uncovering hidden margins and professionalizing operations to prepare for growth or a clean strategic exit.

3. Brand to Exit: Direct mentorship for founders navigating the journey from brand building to liquidity.

Selectively open to senior-level operating transition mandates.

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