

# PER WELINDER

SYSTEMIC OPERATIONAL GOVERNANCE FOR BRANDS IN HIGH-STAKES TRANSITIONS.

## \$35M+

### Scale Advantage

Built global brand platforms reaching \$35M annual revenue.

## 2,090+

### Network Distribution

Managed 2,000+ U.S. retailers and 90 international distributors.

## +400 BPS

### Supply-Chain Efficiency

Improved net margins from 8% to 12% via factory audits.

## 3X UNICORN

### Venture Advisory

Investor and advisor for Sezzle (NASDAQ) & market leader talent scout.

*"I translate cultural equity and raw creative intuition into high-velocity operational systems. From scaling icons like Birdhouse Skateboards to anchoring breakout growth stories like Sezzle, I provide the 'founder-first' intuition required to professionalize an enterprise for its next high-stakes transition."*

### 01. Interim CEO/COO / Shadow Executive

Stabilizing core infrastructures, eliminating key-man dependencies, and driving tactical execution during rapid growth, structural turnarounds, or high-stakes market expansion.

### 02. Value Chain & Inference Audit

Exhaustive diagnostics across supply chain mechanics and organizational workflows to isolate margin leakages and optimize asset turn velocities—preparing for institutional capital visibility.

### 03. Brand to Liquidity OS

Direct architectural stewardship for enterprise founders. Structuring, protecting, and de-risking the operational engine to shift the multiple and maximize valuation ahead of a liquidity event.