

# PER WELINDER

FRACTIONAL COO & SHADOW CEO | GLOBAL BRAND BUILDER

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## \$35M+

### Scale Advantage

Co-founded and scaled iconic global brand platforms to \$35M+ in annual revenue.

## 2,090+

### Network Distribution

Built international GTM networks spanning 2,000+ U.S. retailers and 90 global distributors.

## +400 BPS

### Supply-Chain Efficiency

Engineered value-chain optimizations that boosted net operating margins from 8% to 12%.

## 3X UNICORN

### Market Scaling and Talent Scouting

VC Partner delivering strong LP returns, including the Nasdaq listing of Sezzle Inc.

I bridge the gap between raw creative passion and institutional-grade execution. By combining decades of global brand-building experience with the sharp financial discipline of a VC investor, I step in as a Fractional COO or Shadow CEO to clean up operations, mitigate key-man risk and systematically boost valuation before a capital raise or premium exit.

### Shadow CEO & Fractional COO

Stepping into the operational trenches alongside founders. I handle the heavy organizational lifting, mitigate key-man risk, and professionalize the business so the visionary can focus entirely on product and culture.

### Valuation and GTM Audit Readiness

Uncovering margin leakage, modernizing supply chains and mapping out international Go-To-Market strategies. I optimize your operating mechanics to maximize your cash flow and capital velocity before you go to market.

### The 12-Month Exit Roadmap

Direct, hands-on execution to scale a brand's infrastructure from founder-led culture to an institutional-grade target. I build the operational runway required to secure premium valuations and successful liquidity events.