

PER WELINDER

FRACTIONAL COO & SHADOW CEO | GLOBAL BRAND BUILDER

\$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%.

6X UNICORN

Market Scaling and Advising

Early investor and advisor delivering high-signal growth, including the Nasdaq listing of Sezzle Inc.

I translate creative momentum into institutional strength. By combining decades of global brand-building experience with the strategic discipline of a venture investor, I step in as a Fractional COO or Shadow CEO to institutionalize operations, build self-sustaining systems, and systematically secure the enduring enterprise value that buyers actively seek.

Shadow CEO & Fractional COO

Partnering directly with founders to handle the operational weight of a growing company. I build the foundational structure and internal alignment you need, freeing you up to focus entirely on what made the brand successful: product, culture, and vision.

Valuation and GTM Audit Readiness

Fine-tuning operations to maximize enterprise value before opening the books to investors. From opening new international markets to sharpening the supply chain, I optimize cash flow so your metrics tell a story of an elite, highly profitable asset.

THE 12-MONTH EXIT ROADMAP

A direct execution plan to transition a founder-led brand into a highly sought-after acquisition target. Over twelve months, we build the operational proof, systems, and track record required to command a premium price and secure a clean, successful exit.