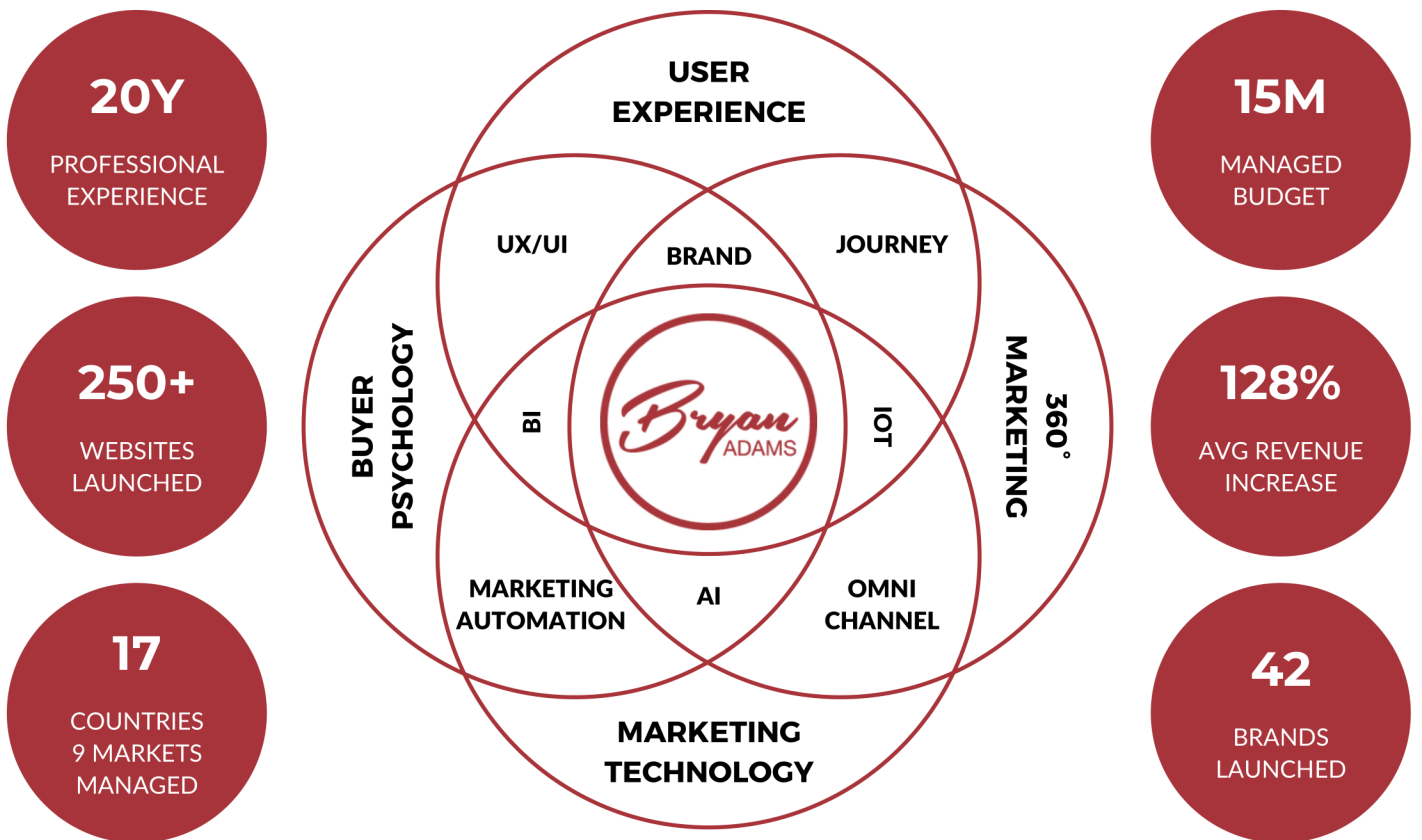


# INTRODUCING **BRYAN G. ADAMS** STRATEGIC LEADER WHO GETS RESULTS





I help brands drive digital transformation through the alchemy of marketing, user experience, and technology.

## SUMMARY

Accomplished digital transformation leader with over 20 years of professional experience, I have produced record-breaking results for innovative start-ups and growing businesses across a wide variety of industries and a thriving billion-dollar consumer goods company.

I find the most joy in identifying underestimated talent, helping professionals grow as they realize their capabilities—helping teams flow and achieve success together. My favorite professional moments involve a team of individuals, growing and expanding, realizing what they are capable of and delivering outstanding results.

As a business leader, I love to solve problems—little, big, simple, complex—whatever is necessary to produce results. Specifically, my career has spanned varied opportunities to solve advanced problems to the end of increasing revenue through marketing and digital transformation.

## EXPERIENCE

### Vyvo Inc.

CMO  
APR 2022 - PRESENT

Vyvo Inc. The winner of a 2021 Deloitte Technology Fast 500 Award for being one of the fastest growing tech companies. Vyvo's technology, inspired in Silicon Valley and used worldwide, powers the first self-funding decentralized digital health ecosystem.

As a member of the Vyvo executive team I have led several key initiatives; business model & market fit, competitive landscape analysis and recommendations, go-to-market strategy and execution, brand analysis and recommendations, digital transformation analysis and recommendations, and product roadmap analysis and recommendations, among other strategic efforts. I also lead a global team of professionals including Marketing, UX, Creative, Product, and Software Development to achieve key initiatives, drive revenue and meet other core objectives.

### Nature's Sunshine

FEB 2019-APR 2022  
3 yrs 3 mos

I led Global Digital Transformation efforts for Nature's Sunshine, focusing on Brand and Customer Experience throughout all customer-facing touch-points. I have worked with OBU Heads and cross-functional teams in the US, CA, LATAM, APAC & EUROPE. These efforts include eCommerce Platforms, Mobile Apps, CS Portals, and POS/3PL systems.

GLOBAL DIRECTOR OF DIGITAL  
NOV 2020-APR 2022

I led Global Digital Transformation and North American Marketing, working with some of the most talented professionals I've had the pleasure to work with. These efforts resulted in the best 5 quarters in company history, beginning in Q4 of 2020.

NA HEAD OF MARKETING & UX  
FEB 2019-NOV 2020

- Head of Digital First Taskforce (one of five global initiatives) focusing on digital transformation, including US, CANADA, and LATAM Implementation of eCommerce Best Practices, Contextual Search (including health concerns-industry 1st), Affiliate Marketing platform with social sharing tools and assets.
- Head of Field Energy Taskforce (one of five global initiatives) focused on increasing engagement with subscription and reward programs—resulting in increasing subscription business from 15% to 25% of revenue with an increase in average retention by over 100%.
- Head of Marketing & UX // North America: Developed GTM frameworks and 360° marketing plans for product launches, seasonal campaigns, promotions, sales initiatives, and field energy efforts— yielding impressive results. Recruited a team of highly talented marketing and UX professionals with broad gains in productivity, reach, and conversion.
- qemp Inc. // Architect of Go-To-Market strategy and business opportunity— including 360° integrated marketing plan, development of brand strategy, messaging, positioning, identity, and launch assets—including video, photography, and campaign assets.
- Key collaborator and contributor for Global Rebrand, including strategy, targeted personas, buyer journey mapping, messaging, positioning, visual identity, packaging, and brand launch campaigns.

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**OUTSOURCED CMO**  
**BRYANGADMS.COM**  
CMO // CXO  
SEP 2017-FEB 2019

Served as outsourced CMO, COO, & CXO, head of marketing, and board member of a select group of clients, acting as a member of the management and executive teams, reporting directly to the founders, owners, CEOs, and Boards of Directors. In this capacity, I provided strategic direction and managed multiple teams, including marketing, creative, product development, UX, digital transformation, operations, and development teams, for businesses that service several industries.

Consulting services included Digital Transformation, Go-To-Market Strategy, CPG, B2B, B2C, B2H, Wholesale, Reseller, eCommerce, Direct Sales, Market Demand Analysis, Lead Generation, Product Development, Business Model & Value Proposition Creation, Brand Strategy, Brand Identity, Buyer's Journey, Customer Experience, Global Marketing, Market Expansion, Strategic Positioning, Growth Path Identification, Market Differentiation, Product Launch, New Market Launch, Startups, Marketing/Sales Alignment, Demand Generation, Lead Generation, and Change Management.

**YOUNIQUE PRODUCTS**  
VP OF GLOBAL MARKETING  
JUN 2016-SEP 2017

I led a large team of exceptionally talented marketing and creative professionals for this beauty and cosmetic company, valued at over \$1B. Responsible for marketing, communications, promotions, field marketing, international marketing, creative, public relations, and social media. A member of a leadership team that defined a growth strategy resulting in a 60% / \$600M acquisition. The architect of go-to-market (360°) strategic frameworks for new product launches, promotions, new country launches, and marketing campaigns, resulting in more than \$500M in revenue and back-to-back sales records.

- Led a team of 40+ marketing and creative professionals, managing global marketing for 11 countries and 7 languages.
- Restructuring of the promotional strategy resulting in an increased monthly average from \$3.8M to \$8.2M in sales per month with a high of 25M in April 2017.
- Revitalized New Distributor Kit, resulting in 62K Distributor signups in January 2017, more than doubling the previously held monthly record and increased signups 71%.
- Global and national creative awards for marketing, web, video, packaging, social media, and graphic design.

**SWIPECLOCK**  
HEAD OF MARKETING  
JUN 2015-JUN 2016

We used Agile, Scrum, and Management-by-Objectives (MBO) methodologies to organize the work of our internal team and outside agency resources. Developed a 2016 marketing plan with specific strategies and tactics to achieve target goals within a defined budget. Completely transformed the company's brand strategy and aesthetics, resulting in sweeping changes to print and digital brand touch-points. Digital transformation included the launch of a new website, ux, and design changes to the core (SAAS) product offering that incorporated new brand strategy, design, voice, tone, and messaging. Implemented inbound content marketing strategy and MarTech stack, including Pardot—marketing automation, Salesforce, WordPress, Google Analytics, and custom real-time KPI dash-boarding.

- Revitalized Brand Strategy; Targeting, Positioning, Messaging, and Identity
- Pardot & Salesforce Marketing Automation
- Content Marketing for SEO & Lead Generation
- Multi-channel Marketing Campaign Attribution for ROI
- Increased lead generation by 122%

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## LIFT DIGITAL AGENCY

FEB 2005-JUN 2015  
10 yrs 5 mos

CMO // CXO  
JAN 2012-JUN 2015

EVP MARKETING & UX  
FEB 2005-DEC 2012

VP OF MARKETING & IT  
TRAINING // SERVIEW  
AUG 2001-FEB 2005

A leading digital marketing agency with a track record of delivering results for clients worldwide, specializing in lead generation, performance marketing, search engine optimization, paid digital marketing, and content marketing.

Served in the capacity of outsourced CMO & CXO for clients on a part-time basis, leading change management, digital transformation, user experience, product development, and operations for multiple clients over 3 years in the B2C and B2B markets.

Managed a combined client advertising budget of \$2.3M, overseeing multiple teams and contractors. Reported directly to corporate boards, Venture Capital Groups, CEOs, and Presidents of client companies.

Developed a cohesive, integrated digital marketing process that replaced one-off tactics with a system of frameworks that has produced impressive results in a wide range of industries.

One client in the sports nutrition market had plateaued for 18 months. Our work included market research, brand strategy, buyer's journey analysis, website design, a product diversification strategy, and the creation of a solid inbound and influencer marketing program, increasing revenue by nearly 400% in 9 months.

Seven-year track record of success in more than 35 digital marketing campaigns for local and national businesses. Managed a combined client advertising budget of up to \$1.2M/A.

Developed and implemented advanced digital marketing programs comprising SEO, PPC, social, inbound/content, email, marketing automation, and digital media promotions.

For one client in the highly competitive drug rehab space, I decreased marketing spend by 30% while increasing unique site visitors by 127% and achieving \$2.6M of increased revenue in 15 months. With another client in the ERM space, I achieved more than 70 top-10 highly competitive organic search rankings, resulting in an average of 160K unique visitors and 55 sales leads per month, leading to a 115% increase in annual sales.

For this technical training company, I developed the brand strategy with market segmentation, competitive analysis, positioning, messaging, brand identity, and a comprehensive integrated marketing plan that included print and digital tactics, SEO, email, content marketing, and PPC. I achieved more than \$1.8M in completed student-financing applications per month. This success led to the sale of the company in February 2005.

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**IOMEGA CORP.**  
PRODUCT MANAGER  
JUL 1999 - AUG 2001

Became the youngest Product Manager in the Inc 500 & Fortune 1000. I started my career by landing a dream job with Iomega, managing a team of 32 software engineers in the US and additional teams globally. As a team, we produced impressive results using Six Sigma methodologies to identify key improvements to address top call center concerns. These software updates reduced call center volume, resulting in savings to the company of more than \$1.2M and improved customer experience. It was my first digital transformation project.

## OTHER

FOUNDING BOARD MEMBER  
AAI

The American Academy of Innovation is a South Jordan charter school focused on individualized learning. On-Campus, Online, or Independent Learning Options for Grades 6–12.

As a Founding Board Member, I headed the strategy and marketing subcommittees responsible for the initial brand and digital experience for the launch of the charter.

YOUTH LEADER  
US BSA  
NOV 2002 - JUN 2017

I have had the opportunity to work with the scouting program for over 17 years as an adult leader. In that time, I have worked with more than 100 young men and had the opportunity to see many of them achieve the rank of Eagle Scout and ultimately become fantastic citizens, husbands, and fathers. Wood Badge Buffalo.

## ENDORSEMENTS

MATT COOLEY  
PRESIDENT  
YOUNIQUE

"Bryan's tremendous career experience in marketing has taught him how to consider the big, strategic picture while delivering on the details of execution. Bryan has a good business and marketing mind and is a solid critical thinker. His marketing breadth spans 'upstream' brand strategy and product development all the way 'downstream' to digital marketing, content, social media, and SEO. Bryan has a strong passion for his work and brings energy to each task!"

RON E. PORTER  
CHIEF FINANCIAL OFFICER  
BLUE EARTH NUTRITION

"Bryan knows how to connect business dots & he does it with integrity and enthusiasm. One of Bryan's strong points is gathering the right data, analyzing it with purpose and then using the data to improve the bottom line. He's always preaching data-driven decisions that are valuable or coupled with his ability to get to it quickly is powerful. Yeah, I recommend Bryan!"

CORY BENCH  
VP OF CS  
YOUNIQUE

"Bryan has a passion for his craft and is a great leader! During the time I worked with Bryan, I saw him implement processes that helped his department evolve and scale to the amazing growth of the company. His creativity in developing campaigns, which were on point with the vision, mission, and brand of the organization was equally impressive. On top of all of the excellence in his work, Bryan is a wonderful person, focused on family, friends, and enjoying life."



## HEALTH & WELLNESS // (CPG) AND ECOMMERCE GLOBAL DIRECTOR OF DIGITAL TRANSFORMATION

### CHALLENGE

Nature's Sunshine Products, Inc. is a leading natural health and wellness company engaged in the manufacturing and sale of nutritional and personal care products. NSP is a public company (NASDAQ: NATR) with annual revenues of approximately \$340 million. The U.S. market has been declining steadily for over 20 years with consistent YoY losses.



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PORTFOLIO, MORE DETAILS

### APPROACH

- Agile, Scrum, Hoshin, RACI, KANBAN
- Introduction of proven GTM Frameworks, New Product, Promotions, and MarCom with impressive results
- Resolved issues with Marketing Communication to align with best practices with sweeping KPI improvements
- Digital Transformation with a focus on Brand Experience and User Experience delivering historical results

### BEST QUARTER IN 50 YEARS

"Nature's Sunshine notched its best quarter ever as it reported its 2020 year-end final results. Nature's Sunshine CEO Terrence Morehead attributed the company's strong performance to a transformation of the company's e-commerce platforms, which was completed in the second and third quarters. With it, the company rolled out a new subscribe and save program that has proven popular with customers. After just a few months, Subscribe & Thrive already represents about 25% of our monthly orders, and we continue to see steady growth in the number of people joining the program each month..."

**11%**

Q4 YoY Revenue Growth

**5Y**

Stock Price 5-Year High

**\$385M**

2020 Revenue

younique

COSMETICS (CPG)  
HEAD OF GLOBAL MARKETING

## CHALLENGE

Younique Products went from start-up to a \$1B dollar valuation in only 4 years, backed by an acquisition of 60% for \$600M. They had rapid success that caused many growing pains and a need for experienced and proven marketing leadership.



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PORTFOLIO, MORE DETAILS

## APPROACH

- Led a team of 40+ marketing and creative professionals. Managed global marketing in 11 countries and 7 languages.
- Promotional campaigns resulting in \$8.2M in sales per month— a high of 25M in April 2017.
- Revitalized New Distributor Kit, resulting in 62K Distributor signups in January 2017, more than doubling the previously held record.
- Global and national creative awards for marketing, web, video, packaging, social media, and graphic design

## RECORD-BREAKING RESULTS

"Bryan's tremendous career experience in marketing has taught him how to consider the big, strategic picture while delivering on the details of execution. Bryan has a good business and marketing mind and is a solid critical thinker. His marketing breadth spans 'upstream' brand strategy and product development all the way 'downstream' to digital marketing, content, social media, and SEO. Bryan has a strong passion for his work and brings energy to each task!"

MATT COOLEY, PRESIDENT – YOUNIQUE

**\$50M**

Q4 YoY Revenue Growth

**\$8M**

Promo Revenue Per Month

**220K**

Distributor Growth in 12 Months

SAAS – WORKFORCE MANAGEMENT  
HEAD OF MARKETING

## CHALLENGE

SwipeClock had slowing growth, an outdated brand, website, and almost no measurable marketing footprint. Although traditional sales avenues like trade shows and direct account management had yielded marginal growth, these methods were beginning to show diminishing returns.



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PORTFOLIO, MORE DETAILS

## APPROACH

- Revitalized Brand Strategy, Targeting, Positioning, Messaging, and Visual Identity.
- Pardot & Salesforce Marketing Automation.
- Content Marketing for SEO & Lead Generation.
- Multi-channel Marketing Campaign Attribution for ROI.

## DIGITAL TRANSFORMATION

"I have seen Bryan generate a creative, data-driven marketing strategy and then execute it with incredible dedication and collaboration. I watched Bryan convert an understaffed, demoralized marketing team into a cohesive, productive department in seven short months. Even though he was given no resources to hire additional talent, he crafted a comprehensive marketing strategy, rebuilt our marketing website, boosted inbound leads by more than 100%, designed an impressive rebrand, and produced publications that channel partners clamored to use in their own marketing."

DANE WILLIS, SR. PRODUCT MANAGER –SWIPECLOCK

**250+**

Top 10 Google Search Results

**122%**

Increased Qualified Leads

**79%**

Increased Revenue





## CLEAN SPORTS NUTRITION // (CBG) AND ECOMMERCE DIGITAL MARKETING

### CHALLENGE

Gnarly Nutrition provides clean nutritional products for athletes who want the very best quality ingredients as part of their supplement program. They wanted help to better understand their audience and improve their digital marketing efforts.



BRYANGADAMS.COM  
PORTFOLIO, MORE DETAILS

### APPROACH

- Brand Strategy, Market Research, Persona Development, Brand Messaging & Positioning.
- Agile, Scrum Marketing Flow, Brand Experience Mapping and Kanban flow.
- Content Marketing, SEO, SEM, Marketing Automation and Affiliate Programs.
- Gnarly Athletes Program.

## DIGITAL TRANSFORMATION

"I loved having Bryan consult and work with our team. His contributions and insights were invaluable. He provided substantial assets, systems, and tools on top of his marketing knowledge that has helped us see some amazing growth. I would recommend Bryan to both online and brick and mortar companies looking to better understand their customer and expand their marketing to increase their revenues."

ELI KERR, CEO — GNARLY NUTRITION

**252%**

Increased Revenue

**426%**

Traffic Increase

**1.2K**

Monthly Unique Traffic

# LEADERSHIP EXPERIENCE

## LINKEDIN RECOMMENDATIONS

### **Annie Jensen**

"Bryan hired me as a designer to work with the marketing team at Vyvo. He holds the title of favorite boss. In my 20-year career, I have never worked for anyone who exemplifies what it means to be an effective team leader more than Bryan. It's so rare to find managers dedicated to providing their teams with a happy, progressive, and rewarding work environment—Bryan is that guy. He's an optimistic leader, driven, kind, extremely creative, knowledgeable, organized, and dedicated. My favorite thing about Bryan as a mentor is that he never fails to celebrate the accomplishments of his team—I constantly overheard him singing my praises around the office and even to the executives of the board. Bryan's recipe for effective leadership is to motivate everyone to work at their best by building up the confidence and success of each individual on the team. He always gives credit back to his team members—it's impossible to not want to work hard for Bryan."

### **Ashton Grover**

"Having worked with Bryan for several years now I can say without a doubt the best leader you can find. He can elevate a team and focus the team on an overall vision. He provides amazing strategy and the drive to execute the strategy with a speed and vigor that is astonishing. If given the chance to work with Bryan again I would not hesitate."

### **Ally King**

"In our time working together, Bryan demonstrated an impressive understanding and application of marketing expertise. He developed comprehensive marketing strategies and frameworks that tangibly contributed to the company's month-over-month growth. Applying his extensive experience and research, Bryan also spearheaded several initiatives to adopt new methodologies that have advanced the team's ability to be ready and responsive to market trends. Bryan has a passion for continuous improvement. He makes research-based decisions, is thoughtful in his approach to all marketing strategies, and acts as a leader in the company for business-driving results. His management style is very open, genuine, and accepting. Although he is exceptionally creative, he also understands the importance of process, teamwork, and leadership, and how these foster personal and professional growth for himself, his peers, and his team."

### **Emilio Zamora**

"Bryan is a person of outstanding character. He assembled a highly talented Marketing department that has been working together during the most outstanding growth stage of Younique. Bryan's vision is always clear, concise, and helps understand what the ultimate goal is. He is an exemplary leader that any organization would be lucky to have. He truly stands by and for his team and looks for growth opportunities for the members of it. He is somebody you see as a friend and as a leader."

### **Dane Willis**

"Bryan is a creative and strategic marketing leader. He is as adept in analytical pursuits as he is in creative endeavors. I have seen Bryan generate a creative, data-driven marketing strategy and then execute it with incredible dedication and collaboration. While most leaders are either strategic or operational, with Bryan you get both. I watched Bryan convert an understaffed, demoralized marketing team into a cohesive, productive department in seven short months. Even though he was given no resources to hire additional talent, he crafted a comprehensive marketing strategy, rebuilt our marketing website, boosted inbound leads by more than 100%, designed an impressive rebrand, and produced publications that channel partners clamored to use in their own marketing. If you ever have an opportunity to work with Bryan, take it. Not only is Bryan one of the most honest and hard working executives I've ever met, he is an absolute pleasure to work with. His ability to build up a team and collaborate with other departments is unparalleled."

### **Allison Gallion**

"I enjoyed working with Bryan. He handles the stresses of the workplace with confidence and great experience and all the while keeps his sense of humor. He is a friend to all he works with and has proved that he can boost a marketing strategy into action and reward."

### **Cory Peterson**

"Bryan is amazing to work with and is extremely knowledgeable. Bryan is creative and builds a clear vision of where he wants to go and is very effective at sharing that vision with others. Most importantly, Bryan delivers results. "

### **Chris Snoke**

"Bryan is a great leader with an infectious charisma, bold ideas and amazingly supportive of another's input. His knowledge of the digital landscape is near unparalleled and he left me with more than a few lessons on how digital marketing is done. Bryan knows how Ecommerce is done in the 21st century."

### **Cory Bench**

"Bryan has a passion for his craft and is a great leader! During the time I worked with Bryan, I saw him implement processes that helped his department evolve and scale to the amazing growth of the company. His creativity in developing campaigns, which were on point with the vision, mission, and brand of the organization was equally impressive. On top of all of the excellence in his work, Bryan is a wonderful person, focused on family, friends, and enjoying life."

