

Ryan J. Negri

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Multi-company Founder & Chief Executive Officer with 12 years of operational, management experience in e-commerce, hospitality and gaming, and technology startups.

Domain expert in eCommerce, experienced in technology application ideation, creation and implementation seeking an executive role in Innovation within a Fortune 500 company; location & Industry agnostic.

Startup Founder, CEO and now Venture Capitalist, with success in achieving revenue, profit, and business growth objectives within innovative, rapid-changing, lean start-up environments. Highly successful in building domestic and international relationships. Customer & user focused and performance-driven. Led and motivated skilled sales, design, development, and startup teams. Managed P&L for a business exceeding \$50 million revenue.

Core Competencies: Operations Management, Organic Business Growth, Enterprise Strategy, Planning & Partnerships, Project Management, Management Consulting, Mergers & Acquisitions, Agile, SAAS, P&L Management/Budget Planning, Problem Solving, Logistics, Enterprise & Consumer Support, Recruiting & Hiring, Leadership, Fundraising, Contracts, Communication, Relationships, Diversity, Culture, Wellness, and Innovation.

Operational Experience

Managing Director

Iron Yard Ventures, LLC. (4/2016-1/2017) Las Vegas, NV

Iron Yard Ventures is the Venture Capital arm of sister company The Iron Yard (coding academy). As Managing Director I led the hospitality and gaming accelerator in Las Vegas. My responsibilities included creating the program's curriculum, sourcing office space, raising capital and recruiting mentors, advisors, and entrepreneurs for the program, as well as marketing the program and bringing large local corporations and privately held companies together to innovate in the hospitality and gaming industries.

- Networked to obtain key relationships within Fortune 500 hospitality, gaming, travel, and tourism companies
- Established the accelerator program, inclusive of recruiting companies, advisors, companies & events
- Created 20 seat advisory board of investors, industry executives, domain experts, and former startup founders
- Recruited 7 companies for [#IYVBatch6](#): 3 of 7 raised funding, 3 of 7 working w/ Fortune 500, 6 of 7 minority owned
- Drafted employment agreements, corporate governance, client contracts, and assisted in business development
- Advised and coached teams on fundraising, networking, strategy, negotiation, LOI's, term sheets, contracts, et al.
- Develop executive-level presentations, program updates, set targets, timelines & interacted with senior executives
- Organized and designed Investor, Community and Pitch Events, and Demo Day
- Initiated, marketed and negotiated sponsorship agreements w/ corporate partners

Chief Executive Officer

Negri Electronics, Inc (2006-2013) Las Vegas, NV/Costa Mesa, CA

Negri Electronics was the largest privately owned electronics e-commerce company in the U.S. Bootstrapped from \$0 to \$54M in total revenue, during an economic downturn, to exit Christmas Eve 2013 - without raising capital or taking on debt. Led a sales team managing thousands of domestic & international consumers, hundreds of SMB, SME and enterprise customers and over ten thousand SKU's.

- \$54M in total revenue (\$18M in 2013)
- Doubled revenue each year from 2006-2012
- Recruited and hired sales, marketing, customer service, and management teams
- Define and set expectations for all personnel
- Trained sales team and helped set and reach goals accounting for >50% of total sales
- Forged relationships with several customers within enterprise organizations such as Apple, Amazon, Yahoo, Google, Microsoft & Northrop Grumman

- Directed 90% of sourcing and purchasing of over \$50M in inventory/10K SKUs from 10+ Countries
- Implemented several new software systems for operations, and custom website integrations
- Created new processes to improve shipping and customer service response times
- Boldly led design, vision, and functionality of every version of the platform
- Directed marketing campaign design and initiatives and set revenue goals
- Exited in 2013 for \$7.2MM, bootstrapped, 87% ownership.

Co-Founder/Chief Executive Officer

Laicos, Inc. (2012-2016) *Tampa, FL*

Laicos is a Startup & Software Development Studio. Essentially, turning SAAS products into companies. My role as CEO was to manage all aspects of the business, most importantly, recruiting, developing and leading talented teams of project managers, engineers and designers to create technological solutions in building SAAS applications for 75+ clients, ~\$600K in revenue.

- Sourced, managed & supported clients with projects ranging from \$100K-\$300K
- Recruited and hired engineers, designers, and marketing personnel.
- Drafted ESOPs, employment agreements & corporate governance as well as client contracts.
- Led fundraising initiatives through rapid networking.
- Fluent in strategy, negotiation, LOI's, term sheets, contracts, legal, etc

Board & Advisory Experience

Board Member/Investor

GetBuild, Inc. (2016-Present) *Johannesburg, South Africa*

Build is an eCommerce platform which rivals Shopify. With a current pipeline of 100M users, Build owns the digital landscape of S.A. and is scaling to the US, China, South America, Australia and the remainder of Africa. My mandate is to expand their US pipeline, source new partnerships, solicit investment, recruit and attract talent, and attending bi-weekly board meetings.

Senior Advisor

Glass Lake Capital (2016-Present) *Chicago, IL*

Glass Lake Capital is a venture capital firm led by Brian Vanderheyden and supported by many local, high profile, technology investors and advisors. Responsibilities include; sourcing and evaluating investment opportunities in technology, specifically healthcare. Utilizing my extensive network in healthcare and technology, in addition to my passion for a better healthcare system, I source skilled individuals and innovative solutions in this space for GLC.

Senior Advisor

BeatNB (2014-Present) *Tampa, FL*

BeatNB and "Because of Ezra" merged in 2016. BeatNB, Inc is a 501(c)(3) organization raising awareness and funding to cure pediatric cancer. I served on the board for 2 years before relinquishing my position in 2016 to accommodate additional, local (Tampa), board members. Leading fundraising efforts, raising awareness through our network, attending events, and making connections to new donors. \$5M raised since 2014.

Education

Student

St. Cloud State University (1999-2003) *St. Cloud, MN*

BS Degree in Business Economics with a Minor in Marketing. SCSU Investment Club Organizer. SCSU Golf Team - #4, NCAA DII.