



# EARL TAKEFMAN

C-SUITE EXECUTIVE - MANAGEMENT, MARKETING,  
SALES AND BUSINESS DEVELOPMENT

[www.etrocks.com](http://www.etrocks.com)

An established CEO of several public companies, with extensive experience in creating and employing defined business development strategies, backed by the proven ability to lead projects and drive revenue growth. A field-tested leader with an in-depth, comprehensive prowess in delivering transformational business results with expertise in product development, business development management and challenging the status quo. Works closely with other C-Suite executives and senior management to plan and implement long-term market development, product management, and market penetration strategies to drive business growth. A track record of recognizing areas of improvement, with solid leadership skills, effectively accelerating the metrics of any professional undertaking.

## CAREER HIGHLIGHTS

- Chief Executive of 3 public companies
- Initiated 3 public offerings
- Proficient in raising capital from angel, venture capital, private equity and public markets
- Initiated over 40 acquisitions
- Created numerous direct-response infomercials
- Licensing expert
- Product development and deal 'junkie'
- Exceptional 'pitching' and presentation skills

## PROFESSIONAL SKILLS

- Business Development
- Marketing
- Sales
- Product Development
- Product launches
- Leadership and team-building
- Challenges the status quo
- Project management
- Infomercials

## CONNECT WITH ME!

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## ACADEMIC BACKGROUND

- Master of Business Administration (MBA) - McGill University
- Undergraduate Degree in Architecture - McGill University

## PROFESSIONAL EXPERIENCE

### MAX HOME SERVICES, 2020 - 2022

#### *Business Development and Special Projects*

- Initiated and completed the sale of a controlling interest to a private equity company

### BRASSWATER, 2021

#### *Part-Time Business Development for value-add commercial real estate*

### NATIONAL HOUSECHECK, 2019-2020

#### *Managing Director Business Development*

### PERFECT PRESSURE LLC, 2015-2019

#### *Chief Executive Officer*

- Raised \$1.7 million and launched a patented mattress-in-a-box and topper brand to Walmart, Sam's Club, HSN, QVC, Bed Bath & Beyond, and Wayfair.

### STATUS-ONE INVESTMENTS, 2000-2014

#### *Chief Executive Officer*

- Managed family investments and engaged in day trading \$300 million/year.

### VISUAL EDGE SYSTEMS (NASDAQ:EDGE) - 1995-2000

#### *Chief Executive Officer*

- Founded, funded and initiated an IPO for unique golf concept endorsed by the world's #1 PGA player, Greg Norman, called One-on-One with Greg Norman

### SLM INTERNATIONAL (NASDAQ:SLMI) - 1991-1995

#### *Co-Chief Executive Officer*

- Turned around a money-losing company and initiated an IPO in toys and sporting goods industries.
- Brands included CCM hockey products and numerous licensed toys including Marvel, Cabbage Patch Kids, Batman, Star Wars and others

### CHARAN INDUSTRIES (CHN:TSE) - 1984-1990

#### *Chief Operating Officer*

- Created a toy and stationary company and initiated an IPO.
- Acquired sporting goods iconic hockey brand Cooper



## Earl Takefman

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Good day:

Since many applications do not allow for a brief cover letter, I decided to include one with my resume.

I am a former Chief Executive Officer and Director of three consumer products public companies. The largest was a turnaround for which I eventually initiated an IPO, which was forecasted to realize sales of \$500 million. The smallest was a developmental stage company we listed on the NASDAQ exchange.

I have also completed over 40 acquisitions and managed start-ups, turn-arounds, and growth companies.

My biggest asset to any company, at any stage of their development, is the wealth of hands-on management experience that I have, specializing in marketing. I am an attention-to-detail manager with strength in product development, project management, bringing products to the marketplace, infomercials, e-commerce and challenging the status-quo and thinking outside-the-box. In fact, I currently have active licensing agreements with three third-party licensees for consumer products I helped develop.

Feel free to call me if I sound interesting to you.

Thank you for your consideration.

*Earl Takefman*

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