

EXECUTIVE SUMMARY

Founder, exited CEO, and operating investor with 18+ years scaling B2B technology businesses at the intersection of small business (SMB), sports, and AI. Built Upper Hand from a closet office into a category-leading SaaS platform, navigating a global pandemic to profitability and a successful 2026 acquisition by H3 Partners. Track record of raising venture capital, building category-defining brands, recruiting world-class teams, and converting customer pain into durable software. M.S. in Data Science from Notre Dame; active mentor, ethical-AI advocate, and youth sports coach.

PROFESSIONAL EXPERIENCE

-  **Wiltshire Ventures** Mar 2026 – Present
Chief Executive Officer • Indianapolis, IN
 - Lead a venture-and-operating platform investing at the intersection of SMB, sports, and AI; build proprietary AI-enabled tools that help small and lower-middle-market businesses compete in an AI-first economy.
 - Advise founders and operating executives on product, GTM, capital strategy, and CEO operating cadence, drawing on a 13-year founder/CEO playbook.
 - Set investment thesis, source and evaluate deals, and lead diligence across SaaS, AI-native tools, and sports-adjacent SMB businesses.
-  **Upper Hand** *(acquired by H3 Partners, 2026)* Jan 2013 – Mar 2026
Founder & Chief Executive Officer | Chairman of the Board (2018–2021) | Consultant (Nov 2025 – Mar 2026)
 - Founded and scaled the leading sports business management SaaS platform from a closet office in Maryland to category leadership and acquisition by H3 Partners in January 2026.
 - Served 1,000+ small business owners across the sports industry; platform processed \$1B+ in customer revenue and powered experiences for 1M+ consumer end-users.
 - Drove 21%+ growth through COVID-19 and reached profitability while many peers shuttered; positioned the business for an institutional exit.
 - Pivoted bookacoach.com marketplace into Upper Hand SaaS and Upper Hand AI, capturing leadership in the youth sports vertical and expanding into adjacent SMB markets.
 - Raised multiple rounds of venture and strategic capital from Park Ten Capital and other institutional investors; managed cap-table, board, and shareholder relationships across 13 years.
 - Built and led a senior leadership team across product, engineering, sales, customer success, and operations; recruited and developed the executive bench that drove the company through exit.
 - Authored a public open letter to Indiana state and federal leaders (2024) advocating balanced, ethical AI policy — initiating a state-level dialogue on AI governance.
-  **Techstars Sports Accelerator** Jun 2019 – Jun 2024
Mentor • Indianapolis, IN
 - Mentored five cohorts of sports-tech founders on product strategy, GTM, fundraising, and CEO operating cadence.
-  **Collect Rx, Inc.** Aug 2010 – Jun 2012
Vice President of Sales • Rockville, MD
 - Owned \$10M+ book across 350+ hospitals and ambulatory surgery centers, consistently delivering 102%+ of national quota reporting directly to CEO.
-  **ClassWatch LLC** Jan 2008 – Mar 2010
EVP Sales & Marketing (Founding Shareholder) • Washington, D.C.
 - Co-founded venture-backed e-commerce company; raised \$1.15M+ and grew pre-money valuation from \$0 to ~\$3M in 18 months across 18 authorized brand partners and 200+ collegiate licensees.

 **Corporate Executive Board** *(Now Gartner)* Jun 2007 – Dec 2007

Marketing Sales Associate • Chicago, IL

- Exceeded quota at 125%+ monthly attainment; ranked Top 50 nationally leading Research and Technology Executive Council territory coverage.

 **Indiana University Circle of Life** Dec 2004 – 2008

Founder, President & CEO • Bloomington, IN

- Founded Indiana 501(c)(3) generating \$192K+ gross revenue / \$60K+ net profit in year one and established the state's largest cancer survivor scholarship at the IU Foundation.

EDUCATION

 **University of Notre Dame** — Master of Science, Data Science 2025

 **Indiana University, Kelley School of Business** — B.S. Business, Marketing concentration 2007

HONORS & AWARDS

- Forty Under 40 — Indianapolis Business Journal (2022)
- 40 Under 40 — Coach & Athletic Director (2018)
- Best Tech Company in Indianapolis — The Indianapolis Star
- JLL Best in Show, Innovative Tech Space (2019)
- Capterra Shortlist — 5 categories (Upper Hand)
- Powderkeg Unvalley Awards (2022): Top Tech Company, Best Tech Company to Work For, Best Remote, Best Work-Life Balance

MENTORSHIP, COMMUNITY & MEDIA

- Mentor — Butler University Predictive Analytics Program
- Youth Baseball Coach — Westfield, IN
- Featured in Forbes, Authority Magazine, Chief Executive, FierceCEO, and the Indianapolis Business Journal
- Podcast guest on HALO Talks, Integrity Square, Circle City Success, and Y Scouts