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|  | ADAM LEE  43 Diamond Street, San Francisco, CA 94114  adam.lee.us@gmail.com | 678-468-0733 |

Highly motivated and results-driven entrepreneur who founded and led Bohemian Guitars from a basement operation to a million dollar international brand whose product is used by artists like ZZ Top, Hozier, and G.Love. Expertise in Business Operations, Project Management, Marketing and Product Development.

Areas of Expertise:

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| --- | --- | --- | --- |
| * Project Management | * Product Management | * Branding | * Business Analysis |
| * Digital Marketing | * Fiscal Mgmt / P&L | * Risk Management | * Product Launches |
| * Supply Chain Mgmt | * Manufacturing | * Ecommerce & Retail | * User Acquisition |

**PROFESSIONAL EXPERIENCE**

**Founder and Chief Executive Officer (CEO)**

***Bohemian Guitars* -** 2012 – Present

* Grew sales from 0 to 10,000+ guitars, shipping to customers in over 50 countries.
* Led Bohemian Guitars to achieve revenue growth from $0 to over $1M in just over two years.
* Established distribution to 200+ retail locations, including Urban Outfitters, Sam Ash, and more.
* Cultivated and managed relationships with world renowned musicians, including G.Love, Hozier, ZZ Top, Jeff Beck, Ziggy Marley, Meghan Trainor, Phil X and others.
* Developed and coordinated international supply chain with manufacturing in China.
* Secured ~$1M in venture and angel funding from some of Silicon Valley’s most well-respected investors.
* Raised $500K via crowdfunding projects on Kickstarter and Indiegogo.
* Responsible for and oversee daily business operations, including fiscal management (P&L) sales, marketing, human resources, finance, etc.
* Executed successful marketing campaigns to drive brand awareness, customer acquisition, and revenue.
* Lead successful global product launches and managed all phases of production planning, from design to manufacturing to fulfillment.
* Identified and implemented solutions to increase manufacturing efficiency and reduce/eliminate gaps in plans with risk potential.
* Created playbooks and training programs for various departments, including marketing, manufacturing, and customer service.

**Senior IT Project Manager**

***BCD Travel USA* -** 2011 – 2013

* Managed a technology team of 30 employees tasked with building and implementing multi-tiered to house credit card data (PCI Compliancy).
* Directed and managed technology teams to deliver specific, measured results to customers.
* Defined project scope, goals, and deliverables in support of business objectives in collaboration with customers, senior management, and project stakeholders.
* Managed project budgets of $1M+, including overseeing resource allocation and controlling costs.
* Collaborated with executive management on high-priority technology and software implementations.

**Junior IT Project Manager**

***BCD Travel USA -*** 2009 – 2011

* Managed full-cycle technology implementations, software deployments, and product roll-outs.
* Collaborated on the implementation of two factor authentication, intrusion prevention systems, and web application firewalls.
* Generated monthly Executive Reports for IT project portfolio (25-35 projects).

**Corporate Auto Claims Specialist**

***Zurich Insurance Company -*** 2008 – 2009

* Negotiated and settled claims with adverse carriers and prepared contentions for arbitration hearings. Investigated commercial auto accidents and maintained auto accident claims.
* Assessed liability and damages and determined negligence.
* Reviewed policy coverages and coordinated appraisals of property damage. Managed and serviced dedicated corporate accounts.

**SELECTED CAREER HIGHLIGHTS**

* Awarded one patent by the United States Patent and Trademark Office (USPTO) with an additional patent pending
* Covered and featured in WSJ, Forbes, NPR, USA Today, CBS News and hundreds more.
* Participated in 500 Startups (Batch 9 / 2014), a global venture capital seed fund and startup accelerator, in Mountain View, CA.
* In 2014 I was Second Runner-Up at Global Technology Symposium Innovators Competition in Silicon Valley judged by Bill Tai, Dave McClure, Stewart Alsop,
* As founder & CEO of Bohemian Guitars I appeared in 2 commercials highlighting Bohemian Guitars. One for Microsoft Windows Phone and one for Intuit Quickbooks.

**EDUCATION**

**500 Startups Accelerator | Batch 9 –** Mountain View, CA - 2014

**University of Georgia | Terry College of Business –** Athens, GA - 2008

*Bachelor of Business Administration –* Risk Management & Insurance