**Winthrop Edward Jeanfreau**

Founder/President/CEO/Chairman

Educator/Mentor/Coach

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**Profile**

* **Successful serial entrepreneur**. Started twelve companies. Sold eight with one exit to a publically traded company.
* **C-Suite Manager.** Managed rapid growth companies in disparate industries
* **Extensive international business experience** working in North, Central and South America, Central and Far East Asia, and Europe.
* **Consultant and mentor**. Provide these services to start-up and rapid growth companies domestically and internationally.
* **Author**. Business Essentials Training. Contributing Editor for the *Daily Herald* on topics of economic development and accelerating business growth
* **Educator**. Developed and teach BEST curriculum using Bloom’s Taxonomy. Developed and taught curriculum for Utah pre-license training for Life & Health Insurance exam.
* **Advisor**. Over 20 years in the financial services industry as a Series 7 and 66 licensed investment advisor. Trusted counselor providing technical, fee-based advisory services to an elite investment clientele.
* **Research Experience**. Detailed market analysis resulting in the ability to identify and exploit market niche in disparate industries in unique cultures.
* **Talk Show Guest**. Regular guest on AM 1400 KSTAR “Talk of the Town” discussing topics in support of economic development and promoting the services of the Orem SBDC and BRC.
* **Court Appointed Business Mediator**. Recognized for my extensive business experience was appointed by Judge in Colorado to mediate between conflicted parties residing in different states. Resolved the issues and facilitated access to $2.5 Million in funding to enable the successful reorganization and transfer of ownership of the company.

**Education**

**University of Oregon**

Masters of Business Administration

**University of Utah**

BS, Organizational Communication

Emphasis (Minor) in Business

**Professional Experience**

**Managing Director/CEO**, Impact Utah October 2018-Present

**Founder/CEO**, VEREO Group 2018???

**Director**, Executive Education June 2015-October 2018

Division of Academic Outreach & Economic Development

Tasked with the profitable growth of this community-facing resource. Provide mentoring and coaching, focused on leadership and personal development. Creating relevant learning encounters that help accelerate revenue growth, lead to operational excellence and provide training, workshops and mentoring to executives that assists them in effectively addressing the myriad issues they face including, but not limited to forecasting, financial management, product development, legal issues, human resource management, IT-related concerns and capital acquisition. Liaison between the UVU and the businesses and municipalities within the service region for the development and delivery of other none-credit educational offerings. Some of these offerings are converted to articulated credit and lead to degree pathways.

**Director,** UVU Business Resource Center June 2014-October 2018

Division of Academic Outreach & Economic Development.

Direct the services of the agency throughout the UVU service region. Collaborate with tenant agencies to provide cohesive and comprehensive offerings to the public. Coordinate with the academic offerings of UVU to assist with engaged learning as well as facilitate and promote student and faculty entrepreneurship. Invited private agencies tasked with economic development to co-locate at the BRC. Founded and host the Utah Economic Development Forum Breakfast, an event that facilitates collaboration between thought leaders on economic development in the private and public sectors. During the most recent three year reporting cycle, was responsible for the creation of 143 jobs and audited capital infusion to BRC incubator clients of $20.5M, a capital infusion amount 11.5 times greater than that generated in the previous six year reporting cycle. All of these activities are in support of the BRC’s focus of becoming the hub of economic development in the UVU service region.

**Director,** UVU Small Business Development Center January 2013-July, 2015

Provided counseling and mentoring to a wide variety of businesses. Directed all activities of the agency throughout its service region. Achieved the 2014 goals for the Orem Small Business Development Center by July 1st of 2014. Led the rebranding campaign for the state network. Headed the marketing committee to redesign the state website. Negotiated a contract with Palo Alto Software for discounted licenses to their Live Plan software.

**Co-founder/Principal/Director Marketing,** Vereo Financial Group LLCOctober 2008-March, 2017

Established a full-service financial planning firm. Developed and implemented seminar market strategy. Rainmaking for the firm by teaching courses on financial planning for retirees through the Oregon community college network. Merged practice with Cascadia Wealth Management, making it the third largest independent financial planning firm in Oregon. Sold book of business.

**Founder/CEO/President,** Vereo Profit Solutions, LLC July 2008-July 2012

Paid consulting services to privately held companies in Oregon, Washington, California, Idaho, Colorado, Texas and Utah. Focused on revenue growth, operational excellence, gaining access to capital and the gambit of business issues from brand development to business continuation and evolution. Brokered several client business sales.

**Founder, CEO/President, Board Member, Consultant.** Aperion Audio Inc.

February 1999-May 2008

Founded firm that designs, manufactures, and sells “audiophile quality” home theater speaker systems direct to consumers over the internet. Created world-class team of acoustic engineers and manufacturing, marketing, and technology specialists to produce multiple award-winning products. Created the product road map. Developed brand and marketing strategy. Sold company.

**Franchisee, CEO, Co-owner, Sales Manager,** Shred-it, (Portland) May 1996-December 2000

Opened and grew a mobile, on-site, shredding and recycling company. Under my management, the Oregon and Southwest Washington operation set the record for all 100 offices worldwide for growth and profitability. Hired, trained and managed the sales team. Personally, top sales production 3 of 4 years. Sold company.

**Franchisee,** Express One, Portland Franchise December 1996-June 2000

Hired and managed team that grew the Portland franchise reselling DHL overnight services to small businesses to profitability within 18 months. Continued to profitably grow the business for five years. Sold company.

**President, Founder,** Kameleon International, Inc., Franchisor October, 1994-November 2002

Designed and sold vending franchise opportunities to operators in a 10 state region. All franchisees are still open and successful. Identified unique market niche, helped developed IP, and successfully penetrated market. Provided ongoing support to franchisees. Responsible for all sales in the Oregon and Washington state markets. Sold company.

**CEO, Founder,** WRLD Enterprises, Inc. March 1993-March 2010

An Oregon corporation that managed $5 million in real estate and business holdings. Previously a Franchisee of Kameleon International, Inc. As a Franchisee, developed propriety trade dress IP applied to the vending business. Grew franchise to $1 million in annual gross revenue within 24 months. Sold company.

**Vice-President/Principal/Co-Owner** Cambric Graphics Limited January 1991-February 1993

Developed and implemented successful North American Marketing strategy. Hired, trained and supervised national sales team. Generated gross sales of $1.8 million within the first 18 months of this start-up company. Individually, top sales production 16 of 25 months. Sold interest in company.

**President, General Manager,** McCune Management April 1989-December 1990

Managed firm providing fee-based accounting, legal counsel, financial analysis, loan proposal preparation and general office services. Produced financial feasibility studies, performed limited paralegal duties, and created loan proposals related to aircraft operation in the air cargo industry.

**Instructor/Curriculum Development,** Center for Financial Education September 1986-March 1989

Taught Utah Life & Health Insurance pre-license training courses to fund my college education. Rewrote curriculum and improved fist-time test taking student pass rate of state exam to 95%.

**Founder/President,** Pacific Rim Computers September 1986-August 1990

Designed, hand built, delivered and serviced computers for business across the Salt Lake Valley.

**General Manager**, Al Jeanfreau Associates, Inc. January 1984-June 1986

Restructured firm for expansion. Established in-house insurance firm, fee-based financial and tax planning departments, estate planning partnerships and separate investment branch. Provided financial planning services to a wide variety of high net-worth clients. Tripled firm's billings and increased total commission income by 30%.

**Professional Training**

**Certified Training for DDI:**

**Certified Trainer for Franklin/Covey:** 4 Disciplines of Execution. Taught to mentoring client companies in Oregon and Utah. Mr. Jeanfreau’s unique adaptation of their IP was adopted into their currently offered curriculum; 7-Habits of Highly Effective Individuals. Taught to mentoring client companies in Oregon and Utah

**Certified Trainer for Vitals Smarts:** Crucial Conversations, taught to mentoring client companies in Oregon and Utah

**Certified Trainer & curriculum development for the Center for Financial Education.** Attained a 98% Utah Life & Health License pass rate for all students… the most successful in the state.

**Certified Trainer** for the following courses: *Profit Mastery, Business Essentials, Start Smart*, and *Grow Your Business*

**Certified Business Analyst (CBA).** Completed and awarded the Certified Business Analyst credential administers by the Federal Small Business Administration.

**Publications**

* **Books**:
  + Business Essentials Training
* **Articles**:
  + *Provo Daily Herald*:
    - “10 Ways to Kill Your Business”
    - “How to Grow Your Utah Company: Parts 1-3”
* **Blogs**:

*Perception vs. Reality: A Sound Conundrum Blueprint for Your Home Theater System*

*Outdoor Movie Magic The 5 Best Subwoofer Demo Tracks*

*How to Choose the Best Speaker Wire The Physics of Sound*

*Channel Stereo Speaker Placement 5 Essential Christmas DVDs*

*The Evolving Future of Aperion Home Theater Defined*

*The 5 Best Bass Demo Tracks Why You Should Buy Direct*

*Speakers Buyers Guide 101: Choosing a Speaker for Music or Movies*

*5 Solutions to the Biggest Home Theater Mistake!*

List not complete

**Presentations**

* **Radio:**
  + Regular Guest on AM 1400 KSTAR “Talk of the Town”:

December 1, 2014 November 3, 2014 October 6, 2014

September 8, 2014 July 7, 2104 June 2, 2014

April 8, 2014 February 7, 2014 January 6, 2014

December 2, 2013 November 18, 2013

* **Videos**:
  + UVU BRC Promotional Video
  + Ask Our Founder Series
    - Why We Off the Most Generous Warranty in the Audio Industry
    - Why We Build Our Speakers for The Music Soundstage
    - How We Create Custom Yet Unique Sound
    - The Only Safe Place to Audition Your Speakers
    - Before You Buy Speakers, You Must Know These 3 Traps
    - 5 Essential Christmas DVDs
* **Guest Lecturer & Keynote Speaker**:
  + National Association of Credit Managers NACM
    - Keynote speaker – March 4, 2021
  + Moab Chamber of Commerce
    - Building a Better Board
  + Bountiful Chamber of Commerce
    - “12 Essential Questions for Growth”
  + Woodbury School of Business:
    - Business Formation Class
  + Entrepreneurial Institute:
    - Entrepreneurial lecture series
  + Utah Women & Leadership Project:
    - “Starting & Expanding Your Small Businesses as Women”
  + Lehi Chamber of Commerce
    - “Business Essentials for Growth”
  + Eagle Mountain Chamber of Commerce
    - “7 Ways to Put Yourself Out of Business”
  + Utah Valley Chamber of Commerce
    - “Business Essentials for Growth” – Chamber Breakfast
  + Pleasant Grove Chamber of Commerce
    - “12 Essential Questions for Growth”
  + Brigham Young University Library
    - “4 Disciplines of Execution”
  + Entrepreneurial Launch Pad
    - “Business Essentials Training”
  + University Economic Development Association (UEDA) Annual Conference
    - “Collaborating for Growth”
  + Portland Community College
    - “Starting & Running a Business in Retirement”
  + CEO Circle
    - “Leadership: Are You the Limiting Factor to Growth?”
    - “Business Essentials Training”
    - “Financial Analysis”
    - “Marketing & Sales”
  + BRC Directors Meeting
    - “Effective Growth Strategies for Business”
  + SBDC Directors Meeting
    - “Branding”
  + 1 Million Cups – Provo Chapter
    - “How to Qualify for the Capital you Need”
  + Junior Achievement
    - Edison Elementary (2 Years)
  + LDS Employment
    - “Business Essentials Training”
  + Stevens-Henagar College
    - “7 Ways to Put Yourself out of Business”

**Honors and Awards**

* Most successful Business Resource Center in Utah
  + Cumulative audited impact 2014-2016\*:
    - Revenue Growth: $735,616,934
    - Value of Contracts Awarded: $988,545,797
    - Efficiency Impact: $33,566,411
    - Hours of Instruction: 95,914
    - Hours of Mentoring/Counseling: 14,150

(2016 impact reported through Q3)

* Shred-It, Inc., Fastest Growing & Most Profitable 1997 out of the 100 branches worldwide
* University of Utah, Communications Department Merit Scholarship
* Eagle Scout

**Professional or Community Service**

**Board Member**

Mountainland Revolving Loan Fund, Chairman VEREO Group, Orem, UT

Vereo Financial Group, Portland, OR Aperion Audio, Portland, OR

Shred-it, Portland, OR MURA Interactive, Orem, UT

Kameleon International, Portland, OR Express One, Portland, OR

WRLD Enterprises, Portland, OR InCon Enterprises, Salt Lake City, UT

Cambric Graphics Limited, Salt Lake City, UT Pacific Rim Computers: Salt Lake City, UT

Two privately held companies, Oregon/Washington

**Executive Advisor**

MURA Interactive, Orem, UT Protocol PCI, Orem, UT

Foreup, Orem, UT Benefit Guard, Orem, UT

Parrot Teleprompters, Orem, UT Café Mexicali, Ft. Collins, CO

Allyze’s Bridal, Provo, UT 3D Plus Me, Orem, UT

Demo Chimp, Ore, UT J-Juice, Provo, UT

We Love My Pavers, Provo, UT Clegg Auto Repair, Provo, UT

Continnum iCARE, Provo, UT Dexter Law, Provo, UT

Freedom Credit Union, Provo, UT Brigham Young University Library, Provo, UT

Lava Surf, Provo, UT Red Cone Development, Provo, UT

Reliance Martial Arts, Provo, UT Skeduna, Orem, UT

Stream Stash, Provo, UT Utah Valley Chamber of Commerce, Provo, UT IFI Training, Provo, UT Advanced Global Enterprises, Provo, UT

**Boy Scouts of America:**

Scoutmaster, Salt Lake City, UT, Lake Grove, OR, and Johnston, IA

Council Member, Three Rivers Council, Portland, OR

Eagle Scout

**Church of Jesus Christ of Latter-day Saints**—various leadership positions

**Memberships**

* Professional Educators Association (ProEd)
  + Elected Member of the Board November, 2017.
* National Association of Business Incubators
* Corporate Alliance
* Several others

**Certificates/Licenses**

* Certified Business Analyst, Federal Small Business Administration
* FINRA Series 7 & 66 Securities Licensed in Oregon & Utah. Vacated licenses March, 2017.
* Life & Health Insurance Licensed in Oregon & Utah. Vacated licenses March, 2017.
* Microsoft Advanced Certificate: MS Office Suite
* Many others

**References**

* Available upon request