



Justin Shelby
Principal

A consumer products development and marketing professional with twelve years experience having launched over 100 products in 16 countries and managing business in excess of \$80 Million. Justin has most recently applied these skills to manage the development of retail and office projects in Baltimore City. With experience acquiring, financing, and managing several development projects, Justin brings a business planning and product development discipline to the partnership. Justin is also a licensed real estate professional in the State of Maryland.

Competencies

Product Development - Extensive product development experience having launched over one hundred products in over sixteen countries. Thorough understanding how to conduct proper end user research and fieldwork to define product propositions that produce maximum returns to the organization.

Marketing Strategy - Expertise in defining and executing numerous short-term and long-range strategic plans. Planning capabilities encompass multiple functions including capacity planning, capital requirements, supply chain, and customer business cycle integration.

Channel Development - Consistent record of identifying growth opportunities in new and existing markets. Repeatedly finding multiple solutions to ignite growth including exclusive product offerings, creative promotional planning, utilization of new media, innovative execution strategies, and grass roots marketing tactics.

Project Management - Proven success in facilitating multi-site, international projects with aggressive deadlines. Effectively facilitates cross-functional team communication through frequent, consistent, and accurate delivery of information. Quickly establishes project teams and defines clear direction to achieve objectives.

Financial Modeling and Analysis - Capability to develop and utilize customized financial modeling tools for use in proforma analysis.

Experience

UrbanEx Development, LLC – www.urbanexdevelopment.com
Principal and managing member of real estate development company.

TMC Development, LLC - www.fhfitness.com
Principal and managing member of real estate development company which was formed to lead the acquisition and development of the 1st boutique upscale urban fitness center in Baltimore City. Site was acquired and developed in 2001. Facility and business have experienced very strong revenue growth and market share.

180s Inc. – www.180s.com
Late Stage Consumer Products Company Developing and Marketing Products Worldwide. Member of management team that lead growth of company from \$16M to \$50M in revenues within 3 years.

VP Operations

Lead supply chain team in the evaluation and selection of a 3rd party logistics provider to ship 1.3 Million orders in a three month period during companies peak season.

GM Kelsys Outdoor Recreational Products Brand

Lead product and brand development for international outdoor recreational products business with distribution in North America, South America, Europe, and Japan. Also lead sale of brand to major licensee.

Personal Choice Benefits (PCBenefits Inc.) – www.pcbenefits.com

Technology Start Up Offering PCs and Internet Access as a Voluntary Benefit Through Payroll Deduction

VP/Director of Marketing

Responsibilities included the definition and negotiation of scalable partnerships with a wide range of technology vendors. Leading sales and business development efforts in the field. Driving definition and execution of product offering and marketing strategy. Managing development of comprehensive financial model, detailed valuation, and investor presentations.

- Successfully negotiated credit lines with major vendors including DELL and HP
- Identified and secured distribution / fulfillment partner
- Managed completion of a fully functional customer web portal within forty five days
- Piloted PR efforts including a CNN radio interview
- Lead sales team in securing first major municipal contract

Black & Decker Corp. (NYSE - BDK) – www.bdk.com

World's leading manufacturer of power tools and accessories, \$5 Billion in revenue, 30,000 employees

Senior Channel Marketing Manager, WAL*MART

Responsibilities included working with a multi layered team of Wal*Mart management to identify, define, and secure commitment on proposals to improve revenue, profitability, and operational efficiencies. Guiding a dedicated cross-functional team with clear direction and guidance. Develop, present, and execute strategic recommendations using comprehensive analysis of customer sales data for over three hundred products.

- Developed three year strategic marketing plan
- Lead product development team in redefining import strategy resulting in \$10M
- Finalized \$4M promotional campaign for Christmas 1999
- Designed a user friendly data interface to provide customized reporting capabilities
- Outlined and managed development of exclusive product offering resulting in 98% sell through
- Charted a product reduction initiative to reduce listing by 30%

Senior Product Manager

- Developed five year strategic plan and long range product plans
- Lead product development team
- Managed \$70M portfolio P&L
- Executed new product definition, research, commercialization, forecasting and training
- Monitored critical manufacturing measurements such as defects and capacity
- Delivered double digit growth in 1998 and 1999

European Product Manager

- Launched twelve new products into sixteen European markets
- Launched foundation for Pan European catalogue

- Co-Developed UK and French field sales team strategy
- Implemented programs to improve communication among global marketing & sales teams
- Managed quality rework on over sixty thousand units without service level disruption

Program Manager

- Managed and launched a private label program for major US retailer
- Coordinated fifteen products produced in ten different manufacturing facilities worldwide
- Lead engineering, packaging, merchandising, transportation, and production timelines
- Delivered \$15M in incremental billing, fourth quarter 1996

Assoc. Channel Marketing Manager
Marketing Sales Coordinator
Key Account Manager
Sales Representative

Education

University of Maryland - Salisbury, MD
BS in Business Administration, Concentration in Marketing (3.4 GPA) Completed 1992

- Cum Laude
- Private Entrepreneurship Award

Training Highlights

Center for Creative Leadership
Financial Analysis for Marketing Managers
Milestone Product Development Process
Sales Development Training - Black & Decker University
Negotiate to Win - Black & Decker University
Real Estate Licensee Certification State of Maryland