

# Woody Klemmer

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## OVERVIEW

Highly entrepreneurial leader with broad skills and experience seeking to join a dynamic team. Core experience includes raising capital, scaling an 'on-demand' business from scratch, overseeing virtually every aspect of operation, positioning for acquisition, successful business sale, and transition to new ownership.

## SKILL SETS

- **Team-building:** Sourced and hired 23 people in the process of building out Executive, Operations, Sales, Marketing, Recruiting, Tech, Design and Finance teams for Laborocity.
- **Startup: Strategy & Fundraising:** Proven ability to take a concept and turn it into a fully functioning business (GladlyDo and Laborocity). Raised \$200,000 for GladlyDo and exited company for a revenue multiple. Raised \$2mm for Laborocity and repositioned business to focus on a bigger B2B market opportunity. Began transition from "on-demand" to "AI-driven hiring platform/marketplace" to accelerate growth.
- **Financial management:** Managed all revenue/expenses/payroll for GladlyDo and maintained full P&L and accounting responsibilities. Managed \$2mm seed funding and P&L / Cash Flow responsibilities for Laborocity.
- **Intense multi-tasking:** Created pitch deck and managed fundraising responsibilities while sourcing, hiring, and directly managing all 23 employees. During this time, launched in 6 additional markets, launched 3 new verticals, grew revenue to over \$4mm within 18-months, and consulted for 2 additional portfolio companies.
- **Hands-on understanding of 'on-demand' platforms and marketplaces:** Over 10 years experience creating and operating a platform / on-demand business.
- **Creative problem solving:** Unique ability to apply concepts from other businesses into existing business to accelerate revenue growth and operational efficiency. I.e. Working as a consultant for Recovery Centers of America (\$100mm revenue business) I was able to completely redo the hiring process end-to-end, from website application to company onboarding, in 3 weeks, leading to a jump in 'hires per month' from 50 to 240.

## JOB EXPERIENCE

- **Senior Management:** Founded 2 companies and served as CEO and COO. Worked with executive teams at Recovery Centers of America and MLP Ventures as a consultant on a variety of projects ranging from website rebuilds to hiring operations to marketing processes to internal processes.
- **Sales:** Personally generated over \$500,000 in sales for GladlyDo on a \$0 marketing dollar budget through cold outreach and guerrilla marketing efforts. Built sales and marketing team and grew revenue from zero to \$4mm in 18-months for Laborocity. Worked as a sales executive for high-growth tech company in 2013, consistently making over 130 phone calls a day and exceeding daily/monthly sales quotas.
- **Operations:** Responsible for building and integrating each department and created an operations strategy called *Linear Path Process* that analyzes current processes and strips out unnecessary steps to optimal & streamlined operations.
- **Tech project oversight:** Oversaw tech development from concept to wireframe to team building to development and launch. Launched a scalable web platform, as well as an iOS and Android app.
- **Hiring:** Hired 23 internal employees, including executives, and over 20,000 contractors to the Laborocity platform.

## ADVISOR ROLES

- [Fitted Laundry](#) – on-demand laundry and digital closet startup
- [RentSons](#): on-demand odd job business
- [Frap](#): fraternity management software platform

## COMPANY CHRONOLOGY

<b>ForMotiv, Head of Growth</b>	March 2019-Present
<b>Laborocity, Founder &amp; COO</b>	April 2017 – December 2018
<b>Recovery Centers of America, Consultant</b>	2017 - 2018
<b>Morning Light Properties, Consultant</b>	2017 - 2018
<b>GladlyDo, Founder &amp; CEO</b>	January 2014 – March 2017
<b>SinglePlatform, Inside Sales</b>	June 2013 – January 2014
<b>WAK Jobs Odd Job Service</b>	June 2006-2013

## EDUCATION

<b>Vanderbilt University – School of Arts and Sciences, Nashville TN</b>	September 2009 – 2013
<ul style="list-style-type: none"><li>• Bachelor of Arts in Economics, Minor in Corporate Strategy and Financial Economics</li><li>• 3 year starter on Men's Lacrosse team</li></ul>	
<b>Belmont Hill School, Belmont MA</b>	September 2003- June 2009

