

## Todd P. Hanna



Todd has extensive experience creating, leading, and improving organizations in the non-profit, for-profit, and military environments. He graduated from the University of Texas at Austin, after which he spent several years in the commercial construction and insurance industries. From 2002 – 2006, he served on active duty as an officer in the United States Marine Corps, including a combat tour in Iraq and participation in Operation Unified Assistance (Indonesia Tsunami Relief).

Upon his return to Austin, Todd joined Strategic Forecasting, Inc., where he served as Chief of Staff and Vice President of Corporate Relations. Recalled to active-duty military service in 2007, Todd completed his second combat tour in Iraq as a Marine Advisor to the Iraqi Military in Al Anbar Province.

During his service, Todd received several awards & commendations, and was formally recognized as

*“A compassionate, empathetic mentor who demands excellence from his subordinates; the results he garners in every endeavor are noteworthy.”*

*“One who has proven time and again that he can accomplish any mission that he is tasked with.”*

*“Extremely versatile, intelligent, and flexible leader of Marines that will perform any task assigned to him in a timely and exceptional manner.”*

Todd returned to Austin in 2008 and became President/CEO of Explore Austin, a nonprofit he co-founded. Dedicated to changing the lives of underserved youth through mentoring and outdoor adventure, under his leadership Explore Austin received the “Learning In Action” Award from Greenlights for Nonprofit Success, the “Capital of Texas Award” by the Greater Austin Hispanic Chamber of Commerce, and the “John Covert Watson Award For Vision” from the Children In Nature Collaborative of Austin.

Todd transitioned back to the for-profit sector in October 2012, joining Aquila Commercial, a full-service commercial real estate firm in Austin. As President of Aquila Commercial, Todd led the company’s day-to-day operations and business development. During his tenure, Aquila was named one of Austin’s top 10 “Best Places to Work” and among Austin’s “Fast 50” companies (mid-size).

In June of 2014, Todd and his family moved to Jackson, Wyoming where Todd joined Teton Science Schools, one of Jackson, Wyoming’s largest non-profit organizations, as Vice President of Marketing & Development. During his tenure at Teton Science Schools, Todd led the creation and execution of numerous new marketing initiatives, implemented new branding efforts, created a crisis communications plan, created a centralized reservations department, and was responsible for \$3,000,000 in annual fundraising. In addition, he created and managed the Operational Management Team, an organization-wide cross-programmatic leadership/management team. He was a member of the executive leadership team and during his tenure, also oversaw the organization’s Wildlife Expeditions business unit, and acted as the organization’s interim CFO.

In November of 2015, Todd left Teton Science Schools to start Belay On Advisors, an organizational consulting firm. Leveraging his experience leading and developing for profit and non-profit organizations, as well as his military experience, Todd helps “guide & inspire organizations to new heights”. His focus is in the areas of leadership, strategy, execution, and culture. Todd has worked with numerous corporate and non-profit clients across multiple industries. He has consulted with boards and organizational leaders on areas including leadership development, fundraising, employee engagement, strategy design & execution, board development, mergers/acquisitions, change management, financial & operational improvement, sales & marketing, culture, and performance management. Todd has also facilitated meetings and events, and has taught classes, given presentations, and spoken at events on a wide range of leadership and organizational topics.

Beginning in July of 2017, Todd served as CEO of Kate’s Real Food, a nationally distributed, organic energy bar company based in Jackson, Wyoming & Victor, Idaho. During his Tenure, Todd led the company through major

strategic initiatives including a complete rebrand and repackaging effort, introduction of new flavors, standardization of all product sizes, and 100% organic certification. In addition, under his leadership, the company reduced unit cost of goods sold by 30%, tripled overall production capacity, tripled its social media following, and implemented a company-wide incentive plan based on individual and shared metrics. Todd led the improvement of risk management and food safety procedures, developed comprehensive HR policies & procedures, implemented technology upgrades across all departments and developed company-wide KPI's and reporting. During his tenure, online sales increased 90%, direct wholesale sales increased nearly 80%, and Amazon sales increased 300%, and employee satisfaction reached an average score of 9.5 out of 10.

Beginning in 2020, Todd served as Chief Operating Officer at Orion Companies, owners of 8 construction related businesses in Jackson, WY. In his role, Todd was responsible for working with the CEO to set overall corporate strategy, overseeing the execution of that strategy, and ensure the financial, operational, and cultural success of each company and employee with the Orion Companies portfolio. As COO, Todd was directly responsible for the operational and financial performance of Orion's six subcontracting companies (+/- \$20,000,000 in annual revenue). During his tenure, Todd oversaw a merger of two companies, the reorganization/restructuring of several companies, the relocation of several companies, the implementation of a comprehensive performance evaluation system, implementation of division-wide values and expectations, and implementation of improved budgeting and financial reporting. He was also responsible for Orion Companies' Human Resources department.

In September 2021, Todd joined Vertical Harvest Farms where he currently serves as Chief Operating Officer. As COO, Todd is directly responsible for leadership and management of all operations, revenue, infrastructure, system/process implementation, operational finance & accounting, sustainability & impact, and human resources. During his tenure, Todd has implemented multiple systems, processes, and infrastructure across the company to prepare the company and its people for continued growth. These include operational objective and key result ("OKR") identification/measurement/reporting, financial systems/processes including budget, reporting, and transition to an ERP, HR systems and process including recruiting and hiring, performance evaluation, compensation structure, compliance reporting, and health benefits, and risk management systems and processes related to worker safety, insurance, cyber security, and finance. In addition, Todd has overseen the implementation of multiple IT systems, including CRM, and has led the project management of a new facility opening in 2024 (60,000 sf facility in Westbrook, ME).

Todd has been a Venture Partner at ATX Seed Ventures (an early-stage venture capital fund created by expert entrepreneurs serving emerging entrepreneurs) and a board member of Davos Brands (an importer and marketer of luxury wines, spirits, and sakes).

Todd has served on and led numerous non-profit boards throughout his career. These include Explore Austin, Jackson Hole Community School, The Art Association of Jackson Hole, the Board of Trustees of Trinity Episcopal School, The American Red Cross of Central Texas, Songwriting With: Soldiers, Aware Awake Alive, The Seton Forum, & Good Shepherd Episcopal School. In addition, he served as the Co-Chairman of the Children in Nature Collaborative of Austin and was a member of The Nature Conservancy's Conservation Council.

Todd is the 2012 winner of an "Austin Under 40" Award, is a graduate of the National Outdoor Leadership School and is a former Outward Bound instructor. As a public speaker and emcee, he has given numerous talks on Leadership, Service, Following your passion(s), Mentoring, Military & Veteran Experiences, Nonprofit management, and Outdoor Adventure. As a consultant, he has assisted companies & organizations with their leadership development, strategic planning, teambuilding, fundraising/sales & marketing, board development, financial oversight, mergers, and culture/values creation, and more.