

# Leon W. McIntosh

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## Accomplishments:

- Marketing and development consultant for the worlds largest Bigcommerce store with ~250K skus and \$2M average monthly sales.
- Lead the development, implementation and strategy for a new E-Commerce store that has grown from 0-\$1.5M in yearly revenue utilizing a subscription business model and basic email marketing tactics.
- Created UX design for a Cyber Security client that was acquired for \$50M and is currently a cornerstone product for a \$1.5B managed services provider in the Tampa Bay market.
- Lead a new custom software consulting agency from start to \$300K in first year revenue and developing a sales process that leads to higher closed business rates while building key on-going relationships.
- Took an idea to complete execution in 60 days with full-price paying customers for an E-commerce based craft coffee subscription service.
- Played a key role in developing an online and mobile ordering technology for the restaurant industry with Teburu, Inc. Involved in *every* facet of the business from initial idea phase to go-to-market strategy execution.
- Cultivated and managed advertising agency relationships; resulting in SourceTOAD producing award-winning work for global brands.

## Skills and Qualifications:

- Competent with WooCommerce, Magento 2, Bigcommerce and Shopify E-commerce platforms
- Registered agency partner with Klaviyo, Active Campaign, and Mailchimp email platforms
- Capable with Agile and Waterfall development methodologies
- Competent with Trello, Asana and Wrike project management platforms
- Skilled in managing high performing teams to deliver exceptional work

## Career History:

- **Swyft Interactive** Tampa, FL-  
Founder/Executive Director 01/15-Date
- **TampaCoffeeClub.com** Tampa, FL-  
Founder/ Developer 05/15-08/17
- **Teburu, Inc.** Tampa, FL-  
Business Development/ Co-Founder 03/10-01/15
- **SourceTOAD LLC.** Tampa, FL-  
Business Development/Key Account Manager 04/10-12/14

## Education:

- **University of South Florida**, Tampa, Fl
  - Masters of Science in Entrepreneurship, 2010-2012
  - Bachelor of Science in Marketing, 2004-2008
  - SAE Automotive Eng. Club, University of South Florida Chapter
    - Marketing & Sponsorship Chairman