

BRIAN SCHOENHOLTZ

AI TRANSFORMATION, GROWTH & OPERATIONS EXECUTIVE

COO / CMO | Founder-Minded Builder-Operator | AI Transformation | Revenue Operations

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EXECUTIVE PROFILE

Founder-minded builder-operator and growth executive with 20+ years conceiving, commercializing, and scaling original products, high-margin business units, international consumer brands, and technology-enabled operating systems. Pairs executive leadership with hands-on build capability across applied AI, automation, digital development, revenue operations, brand strategy, and go-to-market execution. Invented a CareerBuilder product line that drove \$80M+ in enterprise sales and built CB Media into a 50+ person, highest-margin division. Now leads company-wide AI adoption and national expansion infrastructure as COO of Aging In The Comfort Of Home®.

\$80M+ Enterprise Sales | **50+** Person Media Organization | **500%** AI-Enabled Throughput | **300%** Inbound Lead Growth

CORE EXECUTIVE CAPABILITIES

AI & Automation: AI operating models, agentic workflows, generative AI integration, human-in-the-loop systems, adoption and enablement

Revenue & Growth: Go-to-market architecture, demand generation, CRM and lifecycle strategy, pipeline operations, enterprise sales enablement

Brand & Operations: Brand positioning, digital product development, productized services, operating-system design, process improvement, national expansion

PROFESSIONAL EXPERIENCE

Chief Operations Officer | AI Transformation & Revenue Operations

Mar 2025 – Present

AGING IN THE COMFORT OF HOME®

Missouri, USA (Hybrid)

National home-accessibility company scaling through dealership, certified-installer, and direct-service growth models.

- Lead the operating architecture connecting AI adoption, marketing, dealership growth, contractor operations, and customer experience across six business divisions.
- Cut roughly \$500,000 in annual technology, agency, and production costs through internal AI development, workflow automation, and platform consolidation.
- Shipped 50+ live web properties and AI-enabled applications through a 33-project in-house build system: assessment tools, sales assistants, profitability calculators, survey platforms, and a dealership voice chatbot.
- Built a connected operating stack across Airtable, Webflow, Zapier, and CRM platforms that automated lead capture, routing, follow-up, reporting, content production, and local-market activation.
- Built dealership and certified-installer expansion systems: recruitment funnels, territory economics, onboarding, operating standards, training, performance dashboards, and market-launch playbooks.
- Direct corporate brand architecture, service-line go-to-market, executive communications, digital experiences, and marketing operations across five divisions.

Founder | Principal Advisor, Select Engagements

Jan 2023 – Present

DEGEN BRANDS LLC

California, USA (Remote)

AI workflow-automation and growth consultancy serving B2B, SaaS, fintech, and emerging-technology companies.

- Increased delivery throughput 500% with proprietary AI content, automation, and sales-enablement systems that standardized fulfillment and lifted service margins.
- Built go-to-market strategy, brand systems, CRM infrastructure, and growth operations across 100+ client engagements worldwide.
- Built investor-engagement pipelines, pitch systems, and automated outreach driving multimillion-dollar capital-formation and business-development initiatives.
- Led 100+ Ethereum-based digital product launches as project owner, lead developer, and design lead; grew and managed communities exceeding 500 members.

Vice President, Marketing & Operations

Jan 2018 – Dec 2022

SENSI STARZ MEDIA & CONSULTING

California, USA (Hybrid)

Marketing, operations, compliance, and commercialization consultancy serving licensed agricultural producers in California's regulated markets.

- Grew inbound leads 300% through SEO, paid media, content systems, and conversion-focused digital experiences; lifted retention 25% via CRM optimization and lifecycle automation.

- Ran operating programs for large-scale commercial cultivation facilities, covering workflow design, compliance tracking, inventory visibility, and executive reporting.
- Built a custom digital farm-tracking platform for supply-chain visibility, regulatory documentation, and operating control.
- Served as fractional CMO, COO, and compliance lead across multiple licensed operators; launched branded consumer products into California's regulated market.

Director of Marketing & Operations | Enterprise Sales Support

Feb 2017 – Dec 2017

HOFSETH NORTH AMERICA

Chicago, Illinois

North American sales and marketing arm of an international seafood company.

- Increased direct-to-consumer sales 250% through analytics-driven campaigns and CRM lifecycle automation; directed a multilingual packaging and retail-readiness overhaul.
- Won enterprise retail partnerships with Costco, Blue Apron, and Home Chef through key-account planning, pricing optimization, and brand repositioning.

Director of Marketing, Sales & Operations

Jan 2016 – Jan 2017

COSTA RICA SOLAR SOLUTIONS

Jacó, Costa Rica

Commercial and residential renewable-energy provider serving Costa Rica.

- Expanded commercial account sales 30% through targeted outreach, customized proposals, and local partnership development.
- Cut lead-response time 40% with an automated inquiry-management system; built bilingual English/Spanish sales, marketing, and operating assets for regional growth.

Founder | Head of Marketing, Operations & Retail Expansion

Nov 2008 – Dec 2015

LIMECORAL APPAREL COMPANY & LIMECORAL INTERACTIVE AGENCY

Jacó, Costa Rica

International surf-lifestyle brand and interactive agency serving consumer and enterprise markets.

- Founded and scaled LimeCoral into one of Central America's most recognized surf-lifestyle brands, building distribution across 100+ international retail locations.
- Built an athlete-marketing program sponsoring 20+ professional and emerging surfers; produced and sponsored major surf competitions across Latin America.
- Served as a principal sponsor of Costa Rica's National Surf Team and designed the official uniforms worn during its 2014 world championship victory.
- Owned product design, sourcing, inventory, wholesale partnerships, international distribution, retail expansion, events, and brand growth.
- Through LimeCoral Interactive, delivered 1,000+ custom web and employer-branding projects for enterprise clients as a seven-year CareerBuilder production partner.

Director of Interactive Design | Strategic Account Executive

Sep 2007 – Oct 2008

CAREERBUILDER.COM

Chicago, Illinois

Global employment marketplace and enterprise recruitment-marketing platform.

- Invented CareerBuilder's Premium Branding product line, converting conventional job postings into interactive employer-branding and recruitment-marketing experiences.
- Scaled that invention into an enterprise product line generating more than \$80M in sales.
- Built and led CB Media to 50+ employees and CareerBuilder's highest-margin division status.
- Built the creative, production, sales-enablement, and delivery systems required to execute customized Fortune 500 campaigns at scale.

SELECTED GLOBAL ACHIEVEMENT

- Created and published Perceptions Magazine for Kuwait's Grand Mosque and affiliated Cultural Center, developing a cross-cultural editorial platform focused on improving Western understanding of Islam; the publication received formal acknowledgment from the Amir of Kuwait.

TECHNOLOGY

AI & Automation: OpenAI, Anthropic Claude, Google Gemini & AI Studio, n8n, Zapier, Airtable

CRM & Analytics: HubSpot, Salesforce, Marketo, Pardot, Tableau, Power BI, Google Analytics

Web, Product & Creative: HTML5, CSS, JavaScript, React, Webflow, Firebase, Replit, Netlify, Adobe Creative Cloud, Figma, Canva

EDUCATION

Arizona State University | Tempe, Arizona