



## Todd P. Hanna



Todd has extensive experience creating, leading, and improving organizations in the for-profit, non-profit, and military environments. He graduated from the University of Texas at Austin and upon graduation, worked for 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 “*

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 nearly \$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 Wildlife Expeditions Program and acted as interim CFO

In November of 2015, Todd left Teton Science Schools to start Belay On Advisors, an organizational consulting firm. Using his vast for profit, non-profit, and military experience, Todd helps “guide organizations and individuals to new heights”. His focus is in the areas of leadership, strategy, purpose, and people.

Beginning in July of 2017, Todd became CEO of Kate’s Real Food, a nationally distributed 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. Under Todd’s leadership, employee satisfaction reached an average score of 9.5 out of 10, and following the company’s rebranding and new product launch, web sales increased 90%, direct wholesale sales increased nearly 80%, and Amazon sales increased 300%.

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 continues to serve as a member of the Advisory Board of Explore Austin and on the Board of Directors of the Art Association of Jackson Hole. He has served on numerous other non-profit boards as well. These include 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 the "Austin Under 40" Award (Youth & Education Category), 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 organizations with their leadership development, strategic planning process, teambuilding, fundraising/sales & marketing, board development, and culture/values creation.

## WHY PEOPLE CHOOSE TO WORK WITH TODD HANNA

### Knowledge & Experience

Todd Hanna has extensive experience creating, leading, and improving organizations in the for-profit, non-profit, and military environments. In addition to his experience in the military and with for profit corporations, he has served as a co-founder of a non-profit organization, as Executive Director of a non-profit organization, as a fundraising executive for nonprofits, as a marketing executive for non-profits, as a consultant to nonprofits, and has served on dozens of non-profit boards as well. As a board member, Todd has been elected chairman of three boards, was chosen to chair a nation-wide executive director search, has led strategic planning initiatives, and has chaired numerous board committees as well. As a staff member, he has led departments, teams, and entire organizations. He has led and/or participated in major organizational initiatives including mergers/acquisitions, executive director transition(s), strategic plan creation, fundraising strategy, and marketing/communication strategy. Todd is known for, and had proven, his ability to think strategically while executing in a focused manner.

### Leadership

Todd is a passionate, innovative, developer of people and organizations, and has been recognized for his leadership formally and informally throughout his career. As an officer in the United States Marine Corps, Todd was recognized as "a compassionate, empathetic mentor who demands excellence from his subordinates; the results he garners in every endeavor are noteworthy." During his career in the non-profit industry, Todd has won the "Austin Under 40 Award" for his nonprofit leadership, and the organization he led 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. In addition to his personal leadership experience, Todd is both a student and teacher of leadership. He has trained youth, adults, and organizations on leadership, and has spoken at numerous events on the subject of leadership.

### Perspective

Drawing on his varied personal and professional experiences, Todd not only brings a unique perspective to every project, he brings his personal mission to "guide organizations and individuals to new heights" as well. Because he has operated at the tactical, operational, and strategic level of multiple organizations & industries, he has a unique ability to understand and appreciate the individual perspective of each stakeholder in a specific project. Todd is able to integrate those perspectives into a unified vision & voice, and communicate those perspectives across diverse audiences. Most importantly, he is able to inspire internal and external support for the projects he leads and facilitates, and create systems and processes to ensure long term sustainability.

## **Passion**

Todd's passion is helping others reach new heights, and to find their own passion along the way. That includes organizations and individuals. His passion is both contagious and impactful.

## **Purpose-Driven**

Mission matters to Todd. Not just his personal mission (to guide others to new heights), but other's missions as well. Helping others find their mission, define their mission, and fulfill their mission not only helps those who Todd works closest with, it also helps the individuals and organizations that his clients lead. Todd's focus on mission, and his personal experience leading others in corporate, combat, nonprofit, and personal situations sets him apart

## **Gratitude**

Those who know Todd well know that gratitude is a core value of his, not just personally, but professionally as well. He believes that great leaders and organizations find ways not only to express gratitude, but to build systems around the concept of gratitude in order to ensure that it is part of everything they do as well. Whether towards employees, customers, shareholders, etc., gratitude matters and is a differentiator. On a personal level, Todd owes a tremendous number of people a tremendous amount of gratitude. When attempting to "pay them back" for their kindness, every single one of them has said to Todd, "Just do the same things for others." Belay On Advisors is one part of Todd's lifelong attempt and commitment to do just that.

## **Results**

The results of Todd's leadership are noteworthy. In addition to personal and organizational accolades, Todd has helped achieve and sustain impressive results for numerous organizations. Organizations Todd has recently worked with include:

- JH Stillworks – Jackson, WY
- Friends of Pathways – Jackson, WY
- Capstone Title – Austin, TX
- National Park Service – Jackson, WY
- Jackson Hole Ski Patrol – Jackson, WY
- Entrepreneurs' Organization – Austin, TX
- Silicon Couloir – Jackson, WY
- First Interstate Bank – Jackson, WY
- Community Foundation of Jackson Hole – Jackson, WY
- Teton Science Schools – Jackson, WY
- Grand Teton Association
- Teton County Planning & Development – Jackson, WY
- Jackson Hole Community School – Jackson, WY
- Womentum – Jackson, WY
- S.T.A.R.T. - Jackson, WY
- Trout Unlimited – Jackson, WY
- One22 (formerly, Community Resource Center/Latino Resource Center/El Puente) – Jackson, WY
- Board of County Commissioners – Jackson, WY
- Teton County Parks & Recreation Department – Jackson, WY
- Barton Springs Conservancy - Austin, TX
- Cathedral Voices Chamber Choir - Jackson, WY
- Pet Partners – Jackson, WY
- Explore Austin – Austin, TX