

BRADLEY FANSHAW

PROFESSIONAL SUMMARY

Proven track record in building and steering brands and companies. Now excited to embark on a new career. Rich background in diverse industries, leading impactful marketing initiatives and managing teams, including CEO role. Committed to continuous growth and eager to contribute expertise to a greater venture. Motivated to create new milestones and forge new successes. Actively seeking the right group and brand with which to collaborate. Results-driven executive with extensive experience in strategic leadership and operational excellence. Proven track record in fostering team collaboration, driving organizational growth, and adapting to evolving business needs. Skilled in strategic planning, financial management, and stakeholder engagement. Known for strong decision-making abilities and unwavering focus on achieving measurable outcomes.

ACCOMPLISHMENTS

- Initiated, directed and completed a successful Initial Public Offering (IPO) and Secondary offering on NASDAQ
 - Managed Hyper Growth of Multiple Companies
 - \$500k - \$35m/600 Employees
 - \$10m - \$120m/1200 Employees
 - Experience leveraging AI Technologies in product management
 - Created and Integrated a New Direct to Retail Approach for the Automotive Aftermarket
 - Directed Corporate Event Activation that resulted in a \$35m sale
 - Awarded Three World Patents
 - Named the Official Watch of the Saudi Royal Family
 - Advised the Management on the Sport of BMX entry into the Olympics
 - Established Hot Rods as an Iconic Cultural Touchstone
 - Created and produced numerous Top 10 Podcasts
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WORK HISTORY

President / C.E.O., 01/2006 to Current

Bonneville WorldWide. Inc. / Bonspeed - Anaheim

bonspeed Wheels

- Managed the start-up of a new luxury wheel brand that broke style barriers and influenced the Automotive Aftermarket industry
- Realized Year-to-Year sales 10X growth
- Received both the Ford and GM Design Awards
- Drove revenue growth by expanding product offerings and identifying

CONTACT

Address: Tustin, CA 92705

Phone: 714-585-3191

Email: BRADFANSHAW@GMAIL.COM

WWW: <https://www.linkedin.com/in/bradley-fanshaw/>

SKILLS

- Experience leveraging AI Technologies in product management
 - Leadership team building
 - Strategic planning
 - Organizational leadership
 - Operations management
 - Business development
 - Company representation
 - Business planning
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new market opportunities

- Created a new and more cost-effective sales schematic utilizing SMS Marketing and online sales and brand building
- Established an U.S Manufacturing facility

bonspeedMedia

- Accelerated brand influence for numerous Fortune 500 clients
- Created event activation that resulted in direct sales of \$35m
- Advanced the use of podcasting as identity messaging by creating and producing numerous Top 10 shows
- Created, developed, and produced a number of network TV shows
- Enhanced company performance by implementing strategic plans and overseeing daily operations.
- Inspired innovation by creating an environment that encouraged creative thinking and problem-solving capabilities.

President/CEO, 01/1996 to 01/2006

Bonneville Swiss Watches - Newport Beach

- Designed and developed a luxury Swiss watch brand distributed world wide, doubling year to year growth and profitability
- Forged a luxury watch brand that was named one of the ten best watches in the world after just three years
- Awarded three world patents
- Named the Official Watch of the Saudi Royal Family
- Negotiated successful sports and celebrity placements

EDUCATION

BBA, Business Administration And Management

University of Nebraska At Omaha - Omaha, NE

- [\[DECA\] Business Administration Award & Scholarship](#)

PREVIOUS EXPERIENCE

- Maintain in-depth experience in the following industries:
Action Sports, Apparel, Automotive Aftermarket, Electric Vehicles, Entertainment and Luxury Products

HOBBIES AND INTERESTS

My thirst for knowledge and information keeps me on the absolute forefront and far ahead of the competitive curve. To keep myself invigorated, I collect and restore vintage cars, enjoy food, adventure travel and indulge my obsession for design and art.
