

NCA ENTREPRENEUR

ERIKA O'BRIEN

SEARCH START

January 2023

REGION

United States

LANGUAGES

**English
Spanish**

10+ Years of
Experience

SELECT EXPERIENCE

- **Dyce Games** – VP Operations, Games
- **Etta Steel** - Co-Founder & CEO, Enamelware
- **Three Sixty Sales** – Manufacturer's Sales Representative (Target Corporation), Housewares
- **Made for Retail** - Product Development, Seasonal Product
- **Animal Adventure** – Product Development, Plush Toys

INDUSTRIES

Mass market consumer products

- Toys, Housewares, Hobby
- E-commerce & Brick & Mortar
- National brand, private label

EDUCATION

- **University of Minnesota**
B.S. Retail Merchandising &
Business Management



SKILLS

LEADERSHIP

- 4+ years as the Vice President of Operations at a high growth start-up
- Proven track record of building and managing highly productive cross functional teams with emphasis on creating humanizing work environments
- Decisive and approachable results-oriented leadership

Growth / M&A

- Successfully led M&A events and post-merger strategy as VP of Operations
- Expertise in business development & value creation strategy
- Deep experience in supply chain optimization, omnichannel marketing, digitization, and market disruption

INDUSTRY CREDENTIALS

- 10 years of experience in mass market retail consumer product goods leading SMEs & successfully building brands with companies like Target, Walmart, and Amazon
- Extensive technical knowledge & experience with product design, overseas manufacturing, operations, and logistics

For further information about Erika's Search Fund, please contact: erika.obrien@novastone-ca.com