

JASON A. BURNWORTH

CHIEF OPERATING OFFICER | BUSINESS CONSULTANT

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EXECUTIVE SUMMARY

Entrepreneur and COO with over a decade of experience in C-suite leadership, and a track record of successfully transforming early-stage businesses into thriving enterprises. Proudly built Investors Club from its inception to a 7-figure exit in just two years. Recognized for operational excellence and a visionary approach in guiding businesses towards growth. Expert in connecting investors with high-potential online businesses, providing precise business valuation, and navigating the complexities of digital asset acquisition. As a Business Consultant, strategically advised start-ups on improving process efficiency, staffing, service offerings, pricing, and sharpening strategic vision to accelerate their path to success.

KEY EXPERTISE

- People Management
- Client Relations
- Strategic Vision
- Operational Efficiency
- Strategic Business Development
- Digital Asset Management
- Business Planning
- Product & Service Development
- E-Commerce Strategy
- Project Management
- Technical Leadership
- Business Valuation

PROFESSIONAL EXPERIENCE

INVESTOR, CO-FOUNDER, AND CHIEF OPERATING OFFICER (COO) MMA WAREHOUSE

01/2022 - Present
Remote

- Lead the revival of what was once the world's largest e-commerce store for martial arts equipment, with an anticipated relaunch.
- Engage with manufacturers in Bangkok, ensuring deals and partnerships to secure top-tier martial arts equipment.
- Lead fundraising initiatives and onboard investors for what's projected to be a 30-50M+ business operation.
- Oversee pre-launch operations, including setting up warehouses and optimizing supply chain logistics.

INDEPENDENT BUSINESS CONSULTANT SELF-EMPLOYED

07/2017 - Present
Remote

- Specialize in strategic consultation for due diligence and acquisition of digital assets, offering guidance on optimal asset price points and ensuring seamless transactions for both parties.
- Advise new business owners on optimizing operational efficiencies, refining processes, and implementing industry best practices to achieve long-term growth.
- Guide clients on developing and executing targeted marketing strategies to reach and engage desired customer segments, utilizing a tailored approach to advertising that effectively connects with target consumer profiles.

CHIEF OPERATING OFFICER (COO) & FOUNDING PARTNER

09/2019 – 05/2022

SHARP CAPITAL LLC (Holding Company for Investors Club, Alpha Investors, Buzz Logic, Barbell Jobs)

Remote

INVESTORS CLUB

- Successfully scaled Investors Club from inception to a 7-figure exit in just 2 years.
- Personally developed and implemented all core business systems, including due diligence processes, valuation models, and standardized operating procedures (SOPs).
- Led the talent acquisition strategy, personally hired, and onboarded every individual in the company, ensuring a synergy of skills and shared vision.

- Created and operationalized industry-standard valuation models crucial for determining business values.
- Played a pivotal role in the brokering of over 200 business acquisitions.
- Oversaw all legal frameworks and ensured comprehensive compliance and risk management.

ALPHA INVESTORS

- Conducted comprehensive business valuations, brokered all deals, and ensured optimal closure for businesses represented.
- Designed and implemented a streamlined process for the acquisition and divestiture of digital assets, including online enterprises.

INTERNATIONAL MARKETING MANAGER

07/2017 – 01/2019

FAIRTEX EQUIPMENT CO., LTD. - Martial Arts Equipment Manufacturer and Training Center

Thailand

- Directed official training center operations and orchestrated marketing strategies encompassing website optimization, SEO, PPC, e-commerce, social media outreach, program development, scheduling, pricing, and exceptional customer support.

DIRECTOR, CO-FOUNDER

04/2015 – Present

IMPERIUM GROUP LTD. - Forex/Currency Investment Marketing

Hong Kong

- Founded an international business in Hong Kong in the currency trading niche, structured shareholder agreements and fostered affiliate, vendor, and team relationships across graphic designers, copywriters, CRO specialists, writers, and programmers.
- Executed comprehensive traffic strategies that integrated paid advertising, SEO, and CRO efforts, coordinating effectively with key stakeholders for unified execution.

CHIEF EXECUTIVE OFFICER (CEO), CO-FOUNDER

03/2011 – 04/2015

SPARKLUG MARKETING LLC. - Local SEO Solutions

Denver, CO

- Led company inception and strategic vision, established shareholder partnerships, developed marketing strategies, managed sales, and established multiple revenue streams.

SOFTWARE ENGINEER MANAGER

06/2002 – 03/2011

ADAMS DISTRICT 50. - Education

Westminster, CO

- Oversaw the full cycle development of several State and Federal reporting systems and served as the key liaison between multiple stakeholders including administrators, government agents, and database developers.
- Led the design and implementation of several data interfaces between disparate database systems ensuring seamless data exchanges.
- Executed and managed several very large-scale data migrations from system to system including database architecture, development planning, coding, and testing.

Software Engineering Consultant - MICROSOURCE INC., Greenwood Village, CO

04/2001 – 07/2002

Programmer - SUMMEX CORP, Indianapolis, IN

05/2000 – 04/2001

Intern Programmer - GROWTH ASSOCIATES CORP, Goshen, IN

05/1999 – 09/1999

EDUCATION

Computer Technology - Purdue University, Indianapolis, IN

05/2000 – 12/2000

Computer Information Systems - Indiana University, Bloomington, IN

01/2000 – 05/2000

Pre-Pharmacy and Computer Technology - Purdue University, West Lafayette, IN

08/1996 – 12/1999

INTERESTS

2nd degree Black Belt in Brazilian Jiu-Jitsu (world silver medalist), and international instructor having owned a gym in Thailand and teaching and doing seminars all over the world. Passionate about fitness, mental health, and global travel. Dedicated coffee enthusiast, foodie, and animal lover.