



BRITTANY TOLER

Managing Director
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VCARD

As the former CEO of a D2C and wholesale consumer products company, Brittany has an informed perspective and understanding of the opportunities small and medium-sized businesses are facing. With broad experience in strategic planning, product development, alternative sales channels, pricing strategies to drive profitability and a coaching mind-set, Brittany delivers long-term value to her clients. Her unique background in entrepreneurial-owned organizations and leading a CPG company for an international PE firm informs Brittany's global perspective with a drive to make a positive impact and be a stabilizing force in companies. Throughout her career, Brittany has managed sales, marketing, product development and innovation including patent creation and defense, as well as supply chain and product purchasing. Her experience includes restructuring a struggling division into a stand-alone thriving business, leadership post sale, strategizing and creating new business units within companies and leading sales and business development with company strategic customers.

Brittany began her career in B2B sales where she saw the opportunity to connect customer needs with product teams and led to her leading all Marketing, Product and Sales teams. That experience informed her role as CEO of a VA based CPG company after its sale to international private equity who needed a leader that would build a culture of performance and growth. Her work with Entrepreneurs and for PE firms built her passion to help business owners inspired Brittany to launch Strategy at Scale Consulting LLC to help business owners and leadership teams build open, collaborative, accountable teams capable of real growth and stability.

FUNCTION & SPECIALIZATION

- CEO
- SVP product development and marketing
- Amazon/WayFair/WalMart/Target.com sales strategist
- Direct to consumer strategy and marketing
- Consumer products
- Patented product creation and defense
- Major national account sales and strategy

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Children's Group LLC
- Evergreen Enterprises LLC
- Cape Craftsmen

EDUCATION, LICENSES & CERTIFICATIONS

- University of Cincinnati, MBA
- University of North Carolina at Wilmington, BA in Communication Strategies