JOSHUA Z. TABIN

CEO | PRESIDENT | CRO | ENTERPRISE GROWTH & TRANSFORMATION

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EXECUTIVE PROFILE

Founder-operator and multidisciplinary C-suite executive with 30+ years building, scaling, acquiring, financing, transforming, and exiting businesses across technology, consumer products, food manufacturing, e-commerce, and professional services. Combines full P&L leadership with unusual depth in revenue growth, technology implementation, finance, operations, M&A, and board-level strategy. Built companies and sales organizations from zero to tens of millions in annual revenue, raised institutional and growth capital, led turnarounds and exits, and served on public- and private-company executive teams. Current differentiator: hands-on deployment and direction of AI agents across sales, marketing, operations, finance, analysis, and executive decision-making.

CORE LEADERSHIP CAPABILITIES

Enterprise & P&L Leadership
Strategy • Planning • Execution

Revenue Growth & Go-to-Market
Sales Leadership • Pricing • E-commerce

M&A & Portfolio Leadership
Acquisition • Integration • Capital Allocation

Turnarounds & Transformation
Digital • AI • Organizational Change

Finance & Capital
Margin Expansion • Fundraising • Investor Relations

Operations & Leadership
Manufacturing • Teams • Boards • Culture

SELECTED EXECUTIVE IMPACT

- Built Tabin Technology from startup to 100+ employees and nearly $50M in annual sales in six years; led the post-dot-com turnaround and strategic sale to Enpointe Technologies (Nasdaq: ENPT).
- Built an IT-products corporate sales organization from $0 to $30M in annual sales in three years at Elek-Tek.
- Founded PrismaStar in Europe; built and patented e-commerce technology, secured keystone customers including Vodafone and DSGi, raised more than $11M in angel and venture financing, and remained strategically involved through its later sale to Omikron GmbH.
- As Executive Chairman at Free2b Foods, establish formal budgeting and financial planning, increased gross margin by 20%, doubled revenue, got cashflow positive, and then successfully marketed and sold the business.
- Co-founded Barista s.r.o. in Czech & Poland, developed the business plan to secure the first Starbucks franchise in the world, then managed reverse-merger into AmRest, then joined the executive team as CIO through its successful 2005 IPO.
- Currently leading a portfolio spanning branded foods, e-commerce, USDA-inspected freeze-dried manufacturing, instant tea/coffee, and B2B animal-protein ingredients while embedding AI across operating and executive workflows.

CURRENT ROLE

WILD-N-WISE BRANDS | Managing Director / Portfolio CEO

2022 - Present | Northern Colorado

- Lead strategy and executive oversight across multiple operating companies in consumer products, e-commerce, USDA-inspected manufacturing, and B2B ingredients; responsible for growth, capital allocation, operations, finance, acquisitions, and leadership.
- Direct practical deployment of AI agents and automation across commercial, operational, financial, analytical, and executive workflows.

WILD ZORA FOODS / CUSA TEA & COFFEE

2014 - Present | Loveland, Colorado

- Co-founded and lead a natural-food CPG company producing gluten-free, allergen-friendly shelf-stable snacks, meals and beverages; own strategy, revenue, operations, finance, product direction, and organizational leadership.

FLATIRON FOOD FACTORY

2017 - Present | Colorado

- Lead a federally inspected USDA freeze-dried food manufacturing and co-packing operation processing beef, chicken, lamb, turkey, and other proteins.

GEMBRA HEALTH

2023 - Present | Loveland, Colorado

- Lead a B2B freeze-dried bovine organ powder business serving supplement and pharmaceutical markets.

- Key Acquisitions:
  - Acquired Gembra Health in 2025, doubling-down on the trending bovine organ powder business.
  - Acquired Cusa Tea & Coffee in 2023, adding shelf-stable, instant beverages to the portfolio.
  - Acquired Keen One Foods in 2023, adding an established consumer brand to the operating portfolio.
  - Acquired ShopAIP in 2021; connected with FullyHealthy.com in 2023, extending the portfolio's e-commerce footprint.
  - Acquired Paleo Meals to Go in 2018 which brought freeze-drying capabilities to the enterprise.
  - Acquired Ophelia's Burritos in 2015, to establish USDA Federal inspection to the operation.

EXECUTIVE EXPERIENCE

MANAGEMENT CONSULTING | **Management, Strategy & AI Consultant**
2012 - Present | Greater Denver Area
- Served as entrepreneur advisor, coach, interim VP Sales, strategic consultant, and digital marketing advisor to organizations including Rocky Mountain Innosphere, Kauffman FastTrac, Colorado State University programs, Payment Solutions/SilverEdge, and growth-stage consumer businesses.

NATCHCOM | **Co-Founder & Board Member**
2017 - 2020 | Boulder, Colorado
- Co-founded an industry platform connecting natural/organic brands with leaders in digital commerce and technology, focused on helping emerging and established brands build stronger online businesses.

GALIURO VENTURES | **Managing General Partner**
2014 - 2019 | Greater Denver Area
- Led a venture fund investing in food manufacturing businesses, combining investment judgment, board governance, operating experience, financing, and portfolio strategy.

FREE2B FOODS | **Executive Chairman & Board Member**
2013 - 2017 | Boulder, Colorado
- Led funding, turnaround, ramp-up and exit of allergen-friendly chocolate manufacturing business.

PRISMASTAR | **Founder, CEO & Chief Techthusiast™**
2005 - 2013 | Europe
- Founded a retail/e-commerce product-selection software company and led strategy, product vision, enterprise sales, financing, and investor relationships; raised $11M+ and secured customers including Vodafone and DSGi.
- Technology was built, patented, installed, and proven with major customers; company was later sold to German e-commerce services company Omikron Data Quality GmbH.

BARISTA / AMREST | **Co-Founder / CIO**
2003 - 2005 | Czech Republic / Slovakia / Poland
- Developed and implemented the business plan to acquire the world's first Starbucks franchise; moved to Prague to co-found Barista s.r.o; rolled the business into AmRest and joined the executive team as CIO from AmRest's successful 2005 IPO through the successful Starbucks franchise acquisition and opening of the first Prague stores in 2008.

TABIN TECHNOLOGY, INC. | **Founder, CEO & Chairman**
1996 - 2002 | Chicago / Seattle / Dallas
- Founded and scaled an IT integrator and consultancy from zero to 100+ employees and nearly $50M in annual sales; managed a severe post-dot-com revenue contraction, rebuilt the business, and sold to Enpointe Technologies (Nasdaq: ENPT).

ELEK-TEK | **Corporate Accounts Sales Manager**
1993 - 1996 | Skokie, Illinois
- Built an IT-products corporate sales team from $0 to $30M in annual sales in three years, leading to their IPO (Nasdaq: ELEK)

iSURF, INC. | **Co-Founder**
1992 | Chicago, Illinois
- Co-founded one of the world's first Internet browsers, an entrepreneurial technology project from the pre-mainstream-Internet era.

ADDITIONAL LEADERSHIP, ADVISORY & ENTREPRENEURSHIP

Board & leadership: CU Boulder Leeds School of Business Advisory Board (2021-2024); Colorado Chapter President / President Emeritus, Entrepreneurs' Organization; longtime YPO member and officer across U.S. and European chapters, including I&T Network Executive Committee.
Additional ventures: Founder, Hi-Road Publishing; Co-Founder of Third Mountain residential real-estate investments; Co-Founder and President of 619 LaSalle LLC, which redeveloped and operated a multi-story downtown Chicago office property that became the Tabin Technology Center.
Executive community: Longstanding EO and YPO involvement across U.S. and European chapters, including chapter presidency, founding/chapter officer roles, and executive committee service in the Innovation & Technology network.

TECHNOLOGY & INNOVATION

- Designed, coded, and published Camelot on the PLATO mainframe: the 3rd 3D, multi-user, CRPG (Computer Role-Playing Game) in the world. It remains playable today, more than 45 years later, on the modern Cyber1.org emulator, as well as www.VintageCamelot.com.
- Named inventor on multiple patents covering interactive, dynamic, criteria-based commodity comparison and presentation-order optimization for Internet search results.

EDUCATION & EXECUTIVE DEVELOPMENT

Massachusetts Institute of Technology | Entrepreneurial Masters Program, Business | 2019 - 2023
University of Chicago Booth School of Business | Executive Education, Business Administration & Management | 2001 - 2002
University of Illinois Urbana-Champaign | B.A., Accounting, Sociology | 1988 - 1992