

Thank you for taking the time to review my information. For the last thirty-five years I have been privileged to play a part in the agricultural food revolution centered on an organic resurgence. I have seen dreams become reality, brands grow to epic portions and an ever-emerging narrative responsible for the change in how and why we eat the way we do. When I started, the yeas were in the room were very few; today they are the many.

The education that I earned through the investment of time and diligence has uniquely shaped me for the role I most currently hold. The past four and half years as an entrepreneur have taught me even more. These years have given me an opportunity to participate in companies changing in ways that have built excellence and challenged the status quo. The time has been rewarding and informative. I've been given a close up view of varied business practices and challenges and it's from those experiences I find myself a changed leader even more committed to the people behind the brand. I believe that the people are far more important than the brand itself. The brand is the destination, the industry is the vehicle, but the people behind the brand are the vision and the heart that fuel its inception.

It's with this energy and emerging thought process that I have started to think about opportunities beyond what I've created within my own company. The idea of fully committing to a brand and its people resonate with me. I'm excited to think about and anticipate the next chapter in my growth.

I have also included a short bio (below) about the work I've been doing under my own company. I hope my thinking and beliefs resonates within your organization.

Thank you,

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We have been fortunate to be a part of many great companies over the tenure of TLC. I'll highlight some of the areas that I think will help everyone better understand TLC's purpose and strategy. To date we have worked with 29 separate companies and have been on monthly retainers for over 3 years with multiple firms. We have advised investors, startups, retailers, and growers in the areas of fruits, vegetables, vertical farming and medical cannabis.

We have hired staff and positioned companies for the long haul, bringing in and repurposing people to fill multiple roles designed to boost sales and help grow their brands. We have created leadership teams, synergy groups as well as accountability groups/teams. This process has allowed people to grow through mentoring and given them opportunities to utilize their creativity and drive passion into the business. It also has helped to mature and grow future leaders.

We have worked with established sales, marketing and executive leadership teams; helping principles and participants better understand their purpose and strategies. We have worked with companies to better understand the importance of relationship selling and marketing. I teach purpose will define your strategies not the other way around. The more we drift away from connecting with our customers the bigger the opportunity for someone else to drift in. Understanding how to apply this to a sales role is transformational and allows for greater give and take. I have found that this strategy helps people connect to the job and culture at hand, exponentially increasing their drive and enthusiasm. Some leaders don't have the experience or foresight to fully understand the importance of giving people a bigger purpose than a 9-5 job. Introducing that level of care into the company culture is a game changer. I am most proud of this contribution.

We have traveled with and for companies to help open new sales and sourcing opportunities around the country and abroad either as the team leader or the sage counsel. We help in the prep work as well as the critique of the meetings in order to educate and build on the experience and develop confidence.

We have worked alongside our partners in an effort to help them define and understand the meaning of their brand and the value that it represents. We have helped develop new items and new ideas around old ones. We

have helped to strategize on how much to plant and how much not to plant. We have taught forecasting skills and how to manage product flow. We teach that what we truly sell is information. The better the information the more opportunity you can create. From this we try and drive expectations into people therefore driving expectations back into the businesses. Whether it's production, farming or operational teams, we are there to help them understand how they are connected to each other and that their success is dependent upon those relationships. Starting from seed and finishing at the tables it has to be believed that this process is a seamless action. Surprisingly, many don't realize that in order for their brand to flourish they need to have an identifiable value. We teach that it's important to remember that a brand is the sum of a lot of things, similar to a cloud. It is always evolving and changing as the wind pushes it. I've tried to make sure to teach that while our jobs are usually done with our heads down typing or reading that we must look up to see where we and consumer demand are taking things and why. This is important work and my hope is it remains a source of inspiration as companies grow and adapt to the changes in the marketplace.

We have also worked with six different global financial and research groups helping them better understand the nuances of the industry and to more effectively advise their clients with investing and M/A opportunities within the sector.

I hope this is enough clarity and helps frame up some of what TLC has done. I truly believe and feel this is an important part of growing teams and making a brand all it can be. This is what TLC is all about.

I believe no brand is bigger than the people behind it.