

KATIE MURPHY

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IMPACT

- ✓ Thought leader on sustainable business growth (Entrepreneur Media)
- ✓ Scaled startups 10x (ThriveDX & BrewDog)
- ✓ Turned 5 businesses around in 6 years (Singularity, Meyer Wilson, ThriveDX, PureLinq & IWH Companies)
- ✓ Founded a successful, global consulting business (Expansion Group)
- ✓ Served on 5 non-profit boards
- ✓ Led successful global expansion and operations (ThriveDX, BrewDog & Singularity)
- ✓ Mentored the next generation of entrepreneurs (Denison University)
- ✓ Built the malting barley industry in Ohio and surrounding states from the ground up (Origin Malt)
- ✓ Youngest certified economic developer (IEDC)

EXPERIENCE

2022-present

Startup Mentor | DENISON UNIVERSITY | Granville, OH

Mentor student entrepreneurs enrolled in the RedStartup program from initial concept through pitch, competing for cash prizes.

2016-present

Founder & CEO | EXPANSION GROUP LLC | Columbus OH

Expansion Group helps SMEs grow with intention instead of reacting to growth through workshops, strategic projects, and fractional executive services. Client highlights:

- **2022-present | Interim COO | IWH Companies | Detroit, MI:** IWH is a family office owning retail brands across the USA with some global operations. Goals:
 - Decrease turnover by 50%, increase recruitment candidate pool by 100%, increase employee satisfaction by 50%, and grow the business through acquisition.
- **2021-2022 | Interim COO | Purelinq | Virtual:** PureLinq is a national digital marketing company. Accomplishments:
 - Transformed the business reducing turnover from 50% to 0, eliminated a work backlog of 6 months, and improved customer retention by 30%.
- **2020-2021 | Chief of Staff & Head of Strategy | THRIVEDX | Virtual:** ThriveDX is a hyper-growth, digital education company that expanded to the USA from Israel in 2019. Accomplishments:
 - Restructured what they thought to be recruitment into a core product resulting in a 200% surplus of instructor talent. Transformed their client experience resulting in NPS scores of 9 or higher. Built the company's first strategic vision to support 10x growth resulting in a successful Series B fundraising round for \$100M.
- **2020-2021 | Interim COO | MEYER WILSON | Columbus, OH:** Meyer Wilson is a national plaintiff law firm. Accomplishments:
 - Repaired their marketing funnel, increasing sales qualified leads by 100%. Streamlined operations resulting in cost savings of \$250,000.

- **2017-2020 | Strategy & Operations | SINGULARITY UNIVERSITY | Santa Clara, CA:** Singularity University is a global think tank focused on futurism and exponential technologies. Accomplishments:
 - Restructured the entire company, top-down, resulting in a 50% reduction in overhead. Unified 14 different application and registration tools and processes resulting in over \$200,000 in cost savings, a 30% increase in converted applications, and a drop to 0% unsold seats in executive education programs.
- **2016-2018 | General Manager | ORIGIN MALT | Columbus, OH:** Origin Malt is a malting barley agribusiness company located in Ohio. In 2015, we built the malting barley industry in Ohio and surrounding states from the ground up. Accomplishments:
 - Built their entire operational infrastructure, scalable to \$250M. Led initial seed capital raise resulting in investment from 200 farmers.

2015-2016

Manager, USA Business Development | BREWDOG USA | Columbus, OH

BrewDog is a multinational brewery and pub chain based in Ellon, Scotland. Accomplishments:

- Built their entire operational infrastructure for their first USA-based operation - a 100,000 square foot facility with brewing capacity of over 100,000 barrels.
- Sited their first USA bar located in the Franklinton neighborhood, one of the most popular spots in Columbus.
- Launched their first USA-based crowd-funding campaign, now ticking around \$10M.

2010-2015

Project Manager | ONE COLUMBUS | Columbus, OH

Named a top economic development group by Site Selection Magazine, One Columbus offers expansion and relocation services for companies considering investment in the 11-county Columbus Region. We worked with over 250 companies per year. Notable successes include Klarna USA Headquarters, BrewDog PLC USA Brewery & Headquarters, Amazon Web Services Data Centers & Amazon Distribution Centers, and xperion's USA manufacturing HQ.

EDUCATION

2015 | Certified Economic Developer | IEDC

An international certification that denotes a mastery in economic development.

2008 | Bachelor of Science in Business Administration | THE OHIO STATE UNIVERSITY

Graduated Magna Cum Laude with majors in Economics and Real Estate.

LEADERSHIP & COMMUNITY

Contributor | ENTREPRENEUR.COM | 2021-present

Professional Speaker | NATIONAL SPEAKERS ASSOCIATION | 2021-present

Board Treasurer | WEST SIDE FREE STORE | 2020-present

Member | COLUMBUS CHAMBER OF COMMERCE | 2021-present

Member | DIVERSITY CHAMBER OF CENTRAL OHIO | 2021-present

President | Malting Seed Producers, LLC | 2017-2018

President-Elect; Treasurer | OHIO ECONOMIC DEVELOPMENT ASSOCIATION | 2012-2015

Board Member, Developing Leaders | NAIOP | 2011-2015

Board Vice President | YOUNG PROFESSIONALS OF COLUMBUS | 2010-2012
