

## Ethan Rietema

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### Education

Bachelor of Arts, History, University of Northern Colorado (1994).

### Professional Experience

Owner, Sleep Supply Inc, LLC, Denver, CO (2007-present)

Started and grown a successful mattress retail chain. We created a new way of incorporating non-profit values into a for-profit business model.

Accomplishments:

- Instrumental in franchising 12 locations, including training, marketing and fund development for each location.
- 20% growth year after year.

Owner, V and R Naturals, Denver, CO (2013-present)

V and R Naturals is a pillow manufacturing and wholesale company which provides natural alternatives to retail chains in the bedding industry.

Accomplishments:

- Created a successful manufacturing company.
- Developed a lower cost, higher quality product than our competitors.
- Profitable in 6 months.

Owner, Rietema Consulting, LLC, Denver, CO (2009-present)

Rietma Consulting provides direction and support to small businesses in the areas of retail and manufacturing.

Accomplishments:

- Assisted small businesses to drive towards profitability
- Advise non-profits through development, vision and scope
- Serve on boards of several start-ups

Previous Experience, Mississippi, Denver, Durango, Mexico (1994-2007)

Wide range of experiences that have textured my ability to lead small businesses and develop people through leadership. Details available upon request.

- Facilitated student leadership venues worldwide
  - Developed and executed strategic planning seeing 300% growth over 5 years
  - Accomplished public speaker, trainer and lecturer
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