

Zev Siegl, Resume

zev@zevsiegl.com Seattle, Washington USA

SUMMARY

Co-Founder of Starbucks Coffee Company. **International presenter** to young entrepreneurs. Business **consultant and advisor**. Leadership roles in four **start-ups** and three **turn-arounds**.

CURRENT --

Zev Siegl, 2012-

Keynote Presenter

International presenter to audiences of young entrepreneurs. Keynote speaker at empowerment events in Russia, Kuwait and London/UK. Website www.zevsiegl.com

Represented by Leading Authorities / London Office.

Zev Siegl, Seattle 2012-

Business Advisor

Consultant to early-stage companies on business plan documentation, financial forecasts, marketing strategies and equity offerings to angel investors. Clients include a meat packer, a portal website, and an operating two-unit retailer with a strong e/commerce presence.

PAST --

Consulting

The Small Business Development Center, Seattle 2004-2012

Center Leader, Certified Business Advisor

Award-winning leader and full-time advisor at Seattle-area office of national, publicly-funded economic development organization. Provided 1:1 advice to more than 60 business owners and entrepreneurs each year for eight years.

Business Market-Consulting Projects, 1985-1990

IBM/Edmark, Market research for \$150 million producer of educational software

Shurgard Storage, New-lines research for \$100 million self-storage company

Cedar Grove, Develop and test market an innovative delivery system for the largest green-waste recycler in the Pacific Northwest.

Business Start-Ups

Socialbees, Seattle 2010-2012

Founder, Director, Investor

A Facebook consulting company serving businesses and organizations nationally. Established as BuckleUp. Company acquired Socialbees, an operating competitor. Later, sold to the president of the company. Operating today.

Business Start-Ups, *continued*

Quartermaine Coffee Roasters, Washington DC 1991-1994

Founder, Director, Investor

A mid-size roaster, regional wholesaler and multi-unit retail gourmet coffee company. Funded by \$2+ million in equity investment. Operating today.

Peerless Pie, Seattle 1987-1990

Co-Founder, Managing Partner, Investor

Food-manufacturer, selling through four company-owned retail store/cafes. Funded by \$800,000 in equity investment.

McGill Corporation, Seattle 1981-1985

Founder, President, Investor

A developer of innovative commercial in-store coffee-grinding equipment for supermarkets. Funded by \$250,000 in equity investment. Acquired in 1985 by an Indiana-based manufacturer of food service equipment.

→ Starbucks Coffee Company ☞ Seattle 1971-1980

Co-Founder, Vice President, Director, Investor

A legendary regional start-up that became the paradigm for a new industry and the foundation upon which was subsequently built a national and then an international corporation. Founding Vice President for a decade, with responsibility for retail operations and new ventures development. Operating today.

Business Turn-Around Leadership

Bedrock Industries, Seattle 2002

Manufacturer, wholesaler and retailer of architectural glass tile made from 100% recycled feedstock. Mr. Siegl raised \$250,000 in new equity funding and served as interim general manager during the turn-around. Operating today.

Winsor Ceramic Graphics, Olympia, Washington 1995-1996

A manufacturer of porcelain-enamel specialty signage for national and state public park systems, featuring a proprietary production process. The leading US company in its field. Served as interim general manager during the turn-around. Operating today.

EDUCATION

Bachelor of Arts in History, University of Washington, Seattle

Fifth-Year Instruction Certificate, University of Washington, Seattle

Business Advisor Certification and Continuing Studies, The Washington State SBDC Network