

# Ben Von Kennel

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## EXECUTIVE SUMMARY

Passionate operator who likes to get hands dirty. Experienced manager with 11 years of commercial, climate controlled hydroponic vegetable and cannabis production experience. Dedicated to building strong product knowledge while leading cross-functional teams.

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## PROFESSIONAL EXPERIENCE

### **Red River Management Group** – *Chief Operations Officer*

#### **(Privately owned 5-10 employees)**

*Bells, TX • 2019 – 2021*

Managed all grow operations on a 15 acre farm including a 12,000 sqft greenhouse and post-harvest climate controlled facility

- Led all strain phenotype selection and R&D
- Managed grow team through multiple state compliant harvests without affecting quality.
- Managed Post Harvest operations
- Generated sales and maintained relationships with most popular CBD Retailers in the Dallas/Ft Worth and Houston Metroplex

### **Hydroshed** - *Co-Founder/President*

(Privately owned 5-10 employees)

*McKinney, TX • 2016 – 2019*

Created the first turnkey hydroponic greenhouse in a backyard-sized footprint with commercial grade components, for schools, Non-Profits, and serious growers who want to grow year-round.

- Managed Hydroshed from Concept to Installation
- Maintained and managed a consistently low Customer Acquisition Cost (CAC) rate
- In 2018 I developed and led sales to a 400% annual growth rate.
- Logistics lead for manufacturing, product install and grower training.

### **Amelia's Farm D.B.A** - *Co-Founder/President*

(Privately owned 5-10 employees)

*Bells, TX • 2011 – 2018*

Led the operations and sales for a 12,000 sq. ft. state-of-the-art commercial hydroponic greenhouse company which focused on supplying Organic produce to upscale restaurants and chefs in DFW.

- Led and managed facility from concrete to install to successful harvest
- LED the Greenhouse Agricultural Practice (GAP) certifications
- Maintained and managed a consistent low Customer Acquisition Cost (CAC) rate.
- Generated sales and maintained relationships with the finest restaurants in the Dallas/Ft Worth Metroplex

- In 2018 my team completed a YOY Growth of 16% thanks to digital efforts and Client relationship management.

**Knockemstiff LLC- Marketing Consultant**

**Capital Southwest Corporation**

*Dallas, TX 2010 – 2011*

Independent Marketing Consultant that provided strategic Branding and Marketing recommendations on Portfolio companies for a Dallas private equity firm.

- Developed and provided product analysis and insights for the Blue Magic product.
- Developed and provided a marketing campaign to attempt to increase product distribution and sales

**City of Dallas**

*Dallas, TX from 2010 – 2011*

- Developed and provided a marketing initiative to attempt to help increase appeal of Dallas Parks and Recreation Department

**TPN - Account Executive**

*Dallas, TX from 2008 –2010*

Primary Client facing partner for Retail Account creative campaigns.

- Managed all traffic and client communications from project concept to printed POS and/ or Digital Content.

**Tabs Direct - Account Manager**

*Dallas, TX from 2006 – 2008*

Production manager for Omnicom’s consolidated print shop. Provided Direct Marketing and Mail Production solutions and services to Blue Chip Clients in channels such as financial services, insurance, retail, healthcare, and travel.

**PDCA Products -Manger**

*Houston, TX from 2004 – 2006*

Managed the export/import of private label mobility scooters for the US division of a Hong Kong based manufacturing and sourcing company. Generated over \$15 million in revenue in the first year.

- Led the logistics for orders and shipments from Kowloon Bay Hong Kong to the Port of Houston to Canada
- Led customer relations for warranty inquiries.

**EDUCATION**

**STEPHEN F. AUSTIN STATE UNIVERSITY ☐ NACOGDOCHES, TX**

**CROPKING Hydroponic Grower Training • 2010**

**\*References upon request**