

Michael Gonzalez

Operator CEO · PE-Backed Consumer, Wellness & Beverage Brands

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\$100M+

FitTea lifetime sales

\$18M

Peak annual revenue

~\$8M

Profit at peak

\$0

Outside capital (self-funded)

180

Team at peak, all reporting to me

\$100–200K

Weekly paid-media spend

EXECUTIVE SUMMARY

Founder-operator who built FitTea into a self-funded wellness brand with **\$100M+ in lifetime sales**, peaking at **\$18M in annual revenue with ~\$8M in profit**. I owned every P&L, ran paid and influencer acquisition at **\$100–200K per week**, scaled the organization to **180 people**, and brought production in-house by building our own manufacturing line. I'm now seeking a CEO, President, COO or GM role where I can bring that profit-first, hands-on operating discipline to a PE-backed or growth-stage consumer brand.

EXPERIENCE

Founder & CEO · FitTea

Founded 2013

Self-funded wellness tea brand, built from DTC into national retail. Exited; no ongoing obligations.

- Grew FitTea to **\$100M+ in lifetime sales** and **\$18M in peak annual revenue at ~\$8M profit** with **no outside capital**.
- Owned **all P&Ls** end to end: acquisition, product, manufacturing, fulfillment and people.
- Built and ran a performance-marketing engine deploying **\$100–200K per week** in paid and influencer media. An early adopter of influencer marketing.
- Expanded from direct-to-consumer into **national retail, including Walmart and Target**.
- Built **"Big Bertha," an in-house manufacturing line in Orlando, FL**, bringing production under our own roof for control over quality, COGS and speed.
- Scaled the organization to a **180-person team**, with every function reporting to me.

Founder & CEO · HappyTea (Happy Supplements Inc.)

Public listing Dec 2020

CBD-infused wellness tea brand. Exited; no ongoing obligations.

- Launched HappyTea and took it to the public markets: Happy Supplements Inc. began trading on the **Canadian Securities Exchange** in December 2020.
- Applied the FitTea influencer playbook to a new category, earning national coverage in Forbes and a Yahoo Finance TV interview.

CORE COMPETENCIES

Profit-First P&L Leadership

EBITDA & Margin Expansion

DTC & E-commerce

Paid Social & Influencer Marketing

National Retail Expansion

Manufacturing & COGS

Supply Chain

Org Design & Scaling

Brand Building

Public Markets Experience

EDUCATION

B.S., Business Management · University of Central Florida

PRESS

- **Forbes**, Sep 2019: profile & interview on Happy Tea
- **Grit Daily**, Aug 2019: FitTea / Happy Tea feature
- **Yahoo Finance**, Aug 2019: TV interview, *The Final Round*
- **HuffPost**, Apr 2017: FitTea influencer-marketing case study