

Michael G. Jermyn



Mr. Jermyn is an active private investor in early-stage companies operating across technology and consumer-goods related sectors. He has extensive expertise in leveraging consumer technology platforms and under-utilized branded assets to develop highly profitable new business models for client partners. Mr. Jermyn has a strong track record creating successful new lines of businesses that operate in artisanal and premium priced consumer-goods categories.

Partner and Chief Revenue Officer, IndulgeRX: a proprietary and pioneering SAAS-based nutritional technology company focusing on the health, wellness and therapy state consumables marketplace including brand owners, merchants, healthcare providers and government agencies.

Founder and CEO, Palate Wizards LLC: a technology company created to service fine wine and artisanal spirit brands, retailers and distributors to drive sales, profitability and consumer engagement. The company established a unique machine-learning based Palate Profiling marketing methodology driven by consumer behavior embedded within a retailer's digital platform.

Mr. Jermyn began his professional career with Procter & Gamble (P&G) earning four promotions within five years to become the New England District Sales Manager, responsible for driving over \$40 million in annual revenue leading a 24-person sales organization.

Mr. Jermyn joined United Distillers (now Diageo) from P&G as General Manager of the International Duty Free Group. Based in London and San Francisco, he successfully led a \$100 million revenue line of business that operated throughout Asia Pacific and the Western Hemisphere. After serving as Director of Sales and Business Development for Europe, Mr. Jermyn was promoted to Executive Vice President of Sales, Marketing and Business Development for United Distillers' domestic U.S. operations based in Dallas, TX where he successfully led a team of 140 people which grew revenue, profits and market share for a business with over \$400 million of annual sales.

Mr. Jermyn entered the Marketing Services industry when he was recruited to join Catalina Marketing as VP Loyalty Marketing, responsible for creating and managing several new lines of business for the company. Under his leadership and innovation, these new businesses grew from start-ups to over \$100 million in annualized revenues and \$60 million EBITDA.

Mr. Jermyn has a B.S. in Political Science from the University of Rochester. He graduated Cum Laude, lettered in Varsity Basketball and Track, and was awarded the International Rotary Foundation Award for Graduate Studies.