

LINDSAY OBAR

CONTACT



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Lindsayobar.me



WRJ, VERMONT

SKILLS

- Great at Making Sandwiches
- General Scrappiness
- Organizational Leadership
- Sales and Marketing Strategy
- Brand Management on Platforms
- Lean UX / Start-up
- Shopify Admin + POS
- Google Workspace + Microsoft 365
- Various Communication Tools
- Customer Service
- Copy and Content Creation
- Innovation and Creativity
- Process Improvement
- Operations Management
- Cross-functional Collaboration
- Partnership Development
- Project Management
- Product Development
- E-commerce Strategy

PROFESSIONAL SUMMARY

Highly accomplished and results-driven leader with extensive experience in strategic planning, organizational development, and financial management in the nonprofit and public sectors. Proven track record of successfully leading teams to achieve organizational objectives, increasing efficiency and profitability, and maintaining positive relationships with stakeholders. Skilled in leveraging resources and developing effective strategies to maximize growth and success. Passionate about engaging communities and advancing social justice initiatives.

EXPERIENCE

May 2020 - Present

Executive Director

Blake Hill Preserves - Windsor, VT

- My role as VP of Sales and Marketing evolved quickly after my first 6 months. Quickly we formed the executive team comprised of the two owners and myself, taking on new responsibilities while continuing my focus on Sales and Marketing.
- High Level view of my responsibilities include overseeing: Sales and Marketing across all customer segments, Leadership development for the company as a whole, Human Resources, Digital copy and content creation, IT support, SaaS procurement and management, Inventory management, Production planning support a role. I have the opportunity on a day-to-day basis to be involved in all aspects of the business from a high-level perspective all the way to the day to day needs of all teams.

May 2019 - Present

VP of Sales and Marketing

Blake Hill Preserves - Windsor, VT

- A team of 12 at the time, I was the first non-production hire of the company, an Artisan Preserve Maker in Windsor, VT. While working out the transition of ownership at Mike's Store and Deli, the owner of Blake Hill offered me a position after our interactions as a customer of the store for 3 years.
- Main goal was to grow overall sales of the company across all customer segments, in-person retail, ecommerce, wholesale, distribution, influencer/collaborations. In the first 6 months of joining, we grew the team to 25 people and sales increased year over year by 46%, a trend that continued through to 2022.

January 2017 - May 2019

General Manager

Mike's Store and Deli - Hartland, VT

- After spending my childhood and summer between college at my family's community-centric, general store, I rejoined my father with the opportunity to purchase the business.
- Immediately I took over the responsibility for all day-to-day operations and the staff of 20+ team members, 20% of whom had a 10+ year tenure.
- Key Tasks included: inventory management and inventory sourcing, scheduling, team training and support, financials, payroll, developing and maintaining social channels, website, marketing campaigns.
- Provided leadership and motivation to team members to increase productivity and efficiency within the store.
- I had the unique opportunity to participate in preparing the business for sale and see the process start to finish, while also staying on 6+months to support new ownership success.

During my 18-month tenure, I increased sales to support a selling price 25% higher than the previous year's offer.

EDUCATION

January 2011

Associates in Global Communications

Community College of Vermont

September 2007-2009

45 Credits completed

At Siena College

REFERENCES*

Mark Travis – Subtext Media

Founding Team Supervisor

marktravis57@gmail.com

PJ Skehan - HACC

Executive Director Supervisor

pjs2292@yahoo.com

Bruce Bergeron – Mike's Store

Owner Supervisor

BBergeron@jakesmarket.com

Rocket - EatVermont

Founder Collaborator

rocket@eatvermont.com

*Additional References available upon request

CERTIFICATIONS

Organizational Leadership, 2024

Harvard Business Online

PREVIOUS ROLES

Earlier age employment included: Kinney Pike Insurance, Molly's Restaurant, Market Table, Janitech. All a part of shaping the unique set of skills I bring to my profession.

July 2015 - December 2016

Project Manager

Subtext Media Ltd. - White River Junction, VT

- One of the first eight hires in this Tech Startup with the mission to deliver a platform for local information, commerce, and community to flourish locally.
- A key Product/Project Manager working side by side with CEO to develop and iterate new products/projects.
- Using the principles of Lean UX, Sprint Weeks and Lean Teams, successfully managed projects with tight deadlines and limited resources.
- Collaborated with cross-functional teams across multiple departments to achieve goals.
- Provided leadership during times of ambiguity or uncertainty while motivating the team.
- Communicated effectively with all levels of stakeholders including executives.
- Led meetings to detail projects, brainstorm ideas and determine appropriate techniques to manage tasks.
- Monitored customer feedback, market trends and industry best practices to inform product strategy.

I left this position for the opportunity to own my family's business.

February 2014 - July 2015

Executive Assistant

Hartford Area Chamber of Commerce - Quechee, VT

- A business organization with 1 paid employees, Director, and Executive Assistant.
- Managed member accounts, benefits, and events
- Created and maintained chamber affiliated websites, e-marketing, social media platforms.
- Assist the Executive Director with membership sales and sponsor solicitation.
- Assist in day-to-day operations of Quechee Visitor Center, welcoming over 100,000 visitors annually.
- Coordinated special events that raised significant funds for organization's causes, including the annual Quechee Balloon Festival, a 20+ year old weekend long event with 10,000+ visitors from all over the country.
- Collaborated with board members to identify key organizational objectives and ensure successful implementation of programs.

I was approached by Subtext Media Ltd. while working to develop a more inclusive online calendar/platform for our Chamber geographical reach (30+towns). I was offered a job within a week of that initial meeting. I sat on the chamber board for 2 years after moving on and to this day stay involved as a volunteer.

September 2013 - February 2014

Marketing and Event Coordinator

Spark Community Center- Lebanon, NH

I worked here while providing Mentorship for Pathways of the River Valley, a partner organization

February 2013 - February 2014

Personal Mentor

Pathways of the River Valley - Lebanon, NH

January 2010 - January 2011

Assistant Manager

Tip Top Café - White River Jct., VT