



Duke Pitts

Public-Company Operator · Growth Strategist · M&A

Turning Business Challenges Into Opportunities™.

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📍 Sedalia, CO

EXECUTIVE PROFILE

Public-company operator and growth strategist with 25+ years leading scale-ups and turnarounds across nutraceuticals, consumer electronics, and subscription services. Deep capital markets experience (IPO / uplist readiness, SEC and FINRA interfaces), M&A execution and integration, FDA and OTC cGMP manufacturing expansion, and omnichannel go-to-market across DTC, Amazon, retail, and B2B. Proven record driving step-change revenue growth, building high-velocity marketing engines, and negotiating accretive partnerships that unlock capacity and margin. At my core, a problem solver focused on turning business challenges into opportunities.

SCOPE OF MASTERY

Start-Ups · M&A · IPO Listings · IPO Funding · SEC & FINRA · IPO Budgeting · Marketing & Sales · Strategic Planning · CRM · Expense Control · Operations · Corporate Communications · Amazon · Retail · Manufacturing · Corporate IR & PR

CORE LEADERSHIP STRENGTHS

- Capital Markets & Uplist Readiness
- P&L Ownership
- Commercial Strategy (B2B / DTC / Amazon / Retail)
- Sales Ops & Channel Enablement
- Organizational Design & Talent Development
- M&A / JV Structuring & Integration
- Manufacturing & GMP Ops (nutraceuticals)
- Performance Marketing & CRM
- Investor & Board Communications

SELECT ACHIEVEMENTS

- Scaled HYEX ~5x revenue through multi-channel expansion and public-company operating discipline.
- Sourced, negotiated, and integrated four strategic acquisitions: BergametNA, UBN, Gummy USA, and Imarais Beauty — internalizing R&D, formulation, manufacturing capacity, and multi-channel brands.
- Advanced FDA and OTC cGMP compliance programs, including FDA Pharma approval pathways.

- Built capital-markets roadmap, uplist readiness, and IR/PR discipline to support shareholder value.
- Restructured millions in debt to deliver a \$1M turnaround and return the business to cash-positive operations.
- Built and led a \$35M performance marketing organization at DISH Network, securing hundreds of thousands of new subscribers through direct marketing and competitive intelligence.
- Founded and successfully exited four private companies across consumer electronics and services.

KEY METRICS & MILESTONES

- HYEX record annual results and first-time profitability; strengthened recurring-revenue mix and channel diversification.
- 5x+ multi-year revenue growth driven by M&A integration, channel mix optimization, and portfolio innovation.
- Internalized gummy manufacturing; COGS and lead-time reductions with a capacity ramp plan toward ~18M gummies/month by 2026.
- DTC scale at DISH: hundreds of thousands of net new customers via direct marketing; operationalized competitive-intelligence workflows across the commercial org.
- Investor-readiness discipline: board reporting, audited KPI dashboards, and uplist criteria alignment.

EXPERIENCE

DT Growth Partners LLC

2016 — PRESENT

Founder & Managing Partner

- Advise founders, CEOs, and boards on capital formation, M&A, operational excellence, commercialization, manufacturing strategy, regulatory readiness, and public-company preparation.
- Engagements span public and private companies across consumer products, nutraceuticals, pharmaceuticals, manufacturing, retail, and emerging technologies.
- Four private companies founded and successfully exited — full lifecycle judgment from formation through sale.

Healthy Extracts Inc. (OTCQB: HYEX) — healthyextractsinc.com

2019 — JUL 2026

President · Chief Operating Officer · Board Member

- Owned P&L and corporate strategy for a science-backed nutraceutical platform spanning heart, brain, metabolic, and gut health.
- Sourced, negotiated, and integrated four strategic acquisitions: [BergametNA](#), [UBN](#), [Gummy USA](#), and [Imarais Beauty](#) — expanding in-house R&D, precision dosing, and manufacturing capacity.

- Drove ~5x revenue growth through portfolio expansion, pricing/mix discipline, and multi-channel commercialization (Amazon, DTC, B2B wholesale, retail).
- Established FDA and OTC cGMP compliance programs, including FDA Pharma approval pathways, to strengthen regulatory readiness and quality assurance.
- Built capital-markets roadmap (uplist readiness, governance upgrades, KPI transparency) and IR/PR discipline emphasizing defensible delivery systems and vertically integrated manufacturing.
- Implemented scalable demand generation (paid media, lifecycle CRM, analytics) and B2B programs tailored to high-volume private-label and contract-manufacturing partners.

Pitts-Dunahay, Inc. dba Envision Enterprises — Denver, CO

2007 — 2020

Founder · President & Chief Operating Officer

- Founded and scaled a premier smart-home and commercial AV integration firm; earned Control4 Platinum Dealer status and successfully sold the business in 2020.
- Expanded to three locations within four years while maintaining strong cash conversion and repeat enterprise / luxury residential revenue streams.
- Designed end-to-end sales operations, margin controls, and project delivery playbooks that improved utilization and on-time installations.

EchoStar / DISH Network — Englewood, CO

1998 — 2007

Director of Marketing

- Led national marketing initiatives with a \$35M direct-marketing budget; launched 11+ specialized campaigns that delivered up to 300% incremental sales in target markets.
- Built the competitive-intelligence function and customer segmentation engine, enabling precision targeting and sustained CAC efficiency improvements.
- Directed retail merchandising across 7,000+ locations and delivered the company's first integrated retail and direct-marketing campaigns.

SELECTED ACQUISITIONS & STRATEGIC INITIATIVES

- **Healthy Extracts Inc. (HYEX)** — Public nutraceutical platform and operating base for growth.
- **BergametNA** — Cardiovascular and metabolic health brand built on bergamot science.
- **UBN** — Brain health and nootropic nutrition.
- **Gummy USA** — Precision-dose gummy manufacturing and capacity expansion.
- **Imaraïs Beauty** — Beauty-from-within ingestible skincare.
- FDA and OTC cGMP compliance, including FDA Pharma approval pathways.
- Capital raising, investor relations, and public communications (IR/PR).

INDUSTRY EXPERTISE

Public and Private Startups · Nutraceuticals & Functional Nutrition · CPG & Subscription Services · Contract Manufacturing / Private Label · Consumer Electronics & Smart Home · E-commerce

Marketplaces (Amazon) · Retail & Channel Partnerships

REFERENCES

Provided upon request.