

# Aaron Wallach

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I am an experienced product developer with a demonstrated history of developing product innovations and bringing them to market. I seek to manage the development process for new products and to translate those innovations into the brand.

## Work Experience

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**Javazen – Co-Founder and Chief Product Officer**

**January 2014 – Present**

Sold over \$1,000,000 of products to 10,000+ customers online and wholesale (Whole Foods, Wegmans, etc.) channels.

### **Product Development**

- Primarily responsible for developing award winning **Crash-Free** coffee tea blends using the *stage gate* process including novel research into the biological effects of each herb and how they interact with caffeine in the body.
- Invented the Javazen Brew Bag by working with global manufacturing partners to develop proprietary technology to create a portable, compostable and high-quality brewing experience.
- Developed and managed relationships with over a dozen global suppliers while creating partnerships with several large-scale manufacturers, distributors and brokers.

### **Brand Management and Marketing**

- Created and executed a marketing and sales strategy to launch Javazen in over 1000 physical retail stores in 20+ U.S. states including partnerships with three Fortune 500 companies.
- Designing and managing promotional events such as trade shows and brand activations.

**TrainerTracker.com – Founder and CEO**

**November 2012 – 2014**

- Developed a solution for fitness professionals to market, manage, and sell their services to new clients.
- Managed an international development team to design and code the website using an agile development process.
- Promoted Trainer Tracker at various health oriented conferences nationally to potential users of the website.

**University of Maryland Eppley Recreation Center – Personal Trainer**

**August 2011 – May 2014**

- Design workouts for clients with ambitious goals but with sensitivity to individual needs.
- Communicate on a constant basis to motivate clients to stick to goals and to ensure proper scheduling of workouts.

## Education

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*Bachelor of Science: Kinesiology*

**University of Maryland**, College Park, MD

School of Public Health

Class 2014

*Minor: Hinman CEOs Entrepreneurship Living Learning Program*

*Level 1 Medical Herbalism: Product Formulation and Development*

Elkridge, MD

**Maryland University of Integrative Health- Health Coaching Master's Program**

April 2018

## Awards

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**Cupids Cup Entrepreneurship Competition – Finalist**

**May 2016**

- Won \$80,000 from shark tank competition featuring Kevin Plank, Ariana Huffington and Dan Gilbert.
- Used funds to develop compostable brew bag and apply for our patent to protect our innovation.

**18 Under 36: Food Leader in DC**

**Feb 2018**

- Recognition for leadership in the food focused community in Washington DC.

**Warren Citrin Impact Seed Fund for Socially Responsible Companies**

**Spring 2014 and Fall 2015**

**Javazen Brand Awards:** Nexty Finalist at Expo East Trade Show, Best Brand at the Green Festival, Clean Choice Award

## Service and Activities

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**Moishe House Resident**

**August 2015 – October 2017**

- Managed and budget events for young professionals in the DC metro area

**Justice for Juniors – Mentor for Troubled Youth at the DC Youth Center**

**December 2012 – December 2014**