

Joshua Z. Tabin

CEO / PRESIDENT • AI-ENABLED GROWTH, TURNAROUNDS, M&A, and EXITS

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EXECUTIVE RECORD

CEO who combines deep technical expertise with a proven record of profitable growth, turnarounds, and successful exits. Built Tabin Technology from **\$0 to \$48M in annual revenue in five years** by helping businesses adopt Internet-era technologies. Now applies that same technical and commercial judgment to AI implementation across a multi-company consumer-products and manufacturing platform.

SELECTED RESULTS

- **WILD-N-WISE:** Grew quarterly **revenue 48% and EBITDA 90%** year over year (Q2 2026 vs. Q2 2025) through the Gembra Health acquisition with **no added headcount**, enabled by **19 AI agents** across the enterprise.
- **WILD-N-WISE:** Personally led **six acquisitions** from sourcing and valuation through financing, closing and integration, building a multi-brand platform with shared manufacturing.
- **FREE2B FOODS:** **Doubled revenue** and raised gross margin from 40% to 60%, **tripling gross profit**, reached positive cash flow, then led the sale of the business, all in under two years.
- **TABIN TECHNOLOGY:** After the dot-com collapse, **cut expenses 40%, grew revenue 40%** (from \$20M to \$28M) and restored profitability within one year; then led the sale to En Pointe Technologies (Nasdaq: ENPT).
- **AMREST:** C-suite member of a **\$130M+ restaurant operator** through the investor roadshow and **\$59M IPO** on the Warsaw Stock Exchange.

OPERATING LEADERSHIP

WILD-N-WISE | CEO

2018–Present | Northern Colorado

Lead a natural-food platform of four operating companies (Wild Zora Foods, Cusa Tea & Coffee, Flatiron Food Factory and Gembra Health) with full P&L, strategy, capital-allocation and executive-team responsibility. CEO of Wild Zora since 2014; expanded it from 2018 into a multi-brand business with in-house manufacturing, and grew the brands profitably to **16,000 points of retail distribution** by early 2020.

- **Acquired and integrated six businesses** from 2015 to 2025: Ophelia's Burritos, Paleo Meals To Go, ShopAIP/FullyHealthy.com, Cusa Tea & Coffee, Keen One Quinoa, and Gembra Health.
- Used the freeze-drying capability acquired with Paleo Meals To Go to launch Flatiron Food Factory, a USDA-inspected contract manufacturer, in 2022.
- Designed and led the rollout of agentic AI with email, ERP and accounting access; the human team adopted 19 unique agents across Finance, Sales, Procurement, Marketing, Customer Service, Operations and Manufacturing. Result, alongside the Gembra Health acquisition: in one year **revenue per employee rose 48%** while **net profit tripled**.

FREE2B FOODS | Executive Chairman, then Board Member

2013–2017 | Boulder, Colorado

As a Partner at Aravaipa Ventures and later Managing Partner of Galiuro Ventures, led the **turnaround and sale** of the maker of Sun Cups allergen-free confections. Repositioned the brand around quality, redesigned the brand and packaging, raised prices and expanded distribution.

Renegotiated major distributor contracts, reducing off-invoice fees, promotional expenses, free fills and slotting fees. Personally led buyer identification, negotiation and closing of the 2014 sale, then stayed on the board through VG Growth Partners' 2017 investment.

EARLIER LEADERSHIP

PRISMSTAR | CEO

2005–2012; strategic role through the 2014 sale | Europe

Led the business from concept to a commercial guided-selling platform for online retailers. Developed patented product-selection technology (US 7,457,772) that raised clients' online conversion, secured **\$11M+ in angel and venture capital** and won enterprise customers including **Vodafone and DSGi**. Moved to a strategic role in 2012; FACT-Finder (Omikron) acquired the company in 2014, returning the original investors' capital plus gains.

BARISTA / AMREST | Co-Founder, Barista; CIO, AmRest

2003–2005 | Central Europe

Co-founded Barista s.r.o. and merged it into AmRest, the KFC and Pizza Hut operator for Poland and the Czech Republic (**\$130M+ revenue**). As AmRest's CIO, took part in the investor roadshow and the 2005 IPO on the Warsaw Stock Exchange (PLN 189M, **US\$59M**). Engineered the Barista structure that underlay AmRest's later Starbucks joint venture, which brought the brand to the Czech Republic, Poland and Hungary from 2008.

619 LASALLE LLC | President

2001–2006 | Chicago, Illinois

Led the acquisition, financing, redevelopment and sale of more than 100,000 square feet of downtown Chicago office space. Maintained **100% occupancy** throughout and sold for more than **87% above the acquisition price**.

TABIN TECHNOLOGY | CEO | Chicago Area Entrepreneurship Hall of Fame, 2000

1996–2002 | Chicago / Seattle / Dallas

Built an IT integrator and consultancy that helped businesses adopt email, websites and document-management systems in the Internet era, growing from \$0 to **\$48M in annual revenue** and 100+ employees. Restored profitability after the dot-com collapse, then personally led the 2002 sale to En Pointe Technologies (Nasdaq: ENPT).

YPO (YOUNG PRESIDENTS' ORGANIZATION)

Executive Committee Member and Membership Officer: Internet & Technology Network.

Founding Officer: Czechoslovak Chapter.

Longstanding member: Rocky Mountain, Chicago, London-Mayfair, Greater Europe and Warsaw/Poland chapters.

BOARD & ADVISORY LEADERSHIP

CU Boulder Leeds School of Business | Advisory Board Member | 2021–2024

Entrepreneurs' Organization (EO) | Colorado Chapter President 2021–2022 | Board 2018–2023 | Member 1997–2024

NatchCom eCommerce Conference | Board Member | 2017–2020

Promomash | CPG trade-promotion software | Board Member | 2015–2018

Miralink | Data security and disaster recovery | Board Member | 1996–2001

EDUCATION & EXECUTIVE DEVELOPMENT

Entrepreneurial Masters Program at MIT | Entrepreneurs' Organization executive program | 2019–2023

University of Chicago Booth School of Business | Executive Education | 2001–2002

University of Illinois Urbana-Champaign | BA in Accounting and Sociology | 1988–1992

CORE LEADERSHIP CAPABILITIES

P&L Leadership • Revenue Growth & Go-to-Market • M&A, Integration & Capital Allocation • Turnarounds & AI Transformation
Margin Expansion • Fundraising & Investor Relations • Manufacturing Operations • Pricing & E-commerce • Boards & Culture