

## Contact

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## Top Skills

Change Management

Negotiation

Team Leadership

# Todd J. Sotkiewicz

Chief Financial Officer  
San Francisco Bay Area

## Summary

Todd leads, transforms and scales companies. He has expertise in both business services and digital and physical consumer products. He has broad leadership experience in finance/accounting, sales, marketing and product management, making each component successful. As a seasoned finance/accounting executive, he leads companies toward profitability, raises financing and installs enterprise systems. As a sales and business development executive, he understands teams and sells / manages accounts and relationships directly. As an operations executive, he knows the difference between effective process and bureaucracy; he repositions companies and products after severe disruptions in their internal and external environments. He is global-minded. As a leader, he is constructive, collaborative, forward-looking, inspirational and public facing; his teams respect his integrity.

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## Experience

### Operators Guild

Member

June 2018 - Present (7 years 11 months)

The Operators Guild is an exclusive, invitation-only network for the world's foremost leaders in company building within high-growth and tech sectors. Spanning over 20 chapters globally—including SF, NY, LA, Austin, Denver, Toronto, Vancouver, Seattle, Chicago, Miami, London and more -- it serves as a collaborative hub for sharing best practices, solving common challenges, and fostering investment in the operational community.

Make:

Chief Financial-Operating Officer / Vice President

2014 - Present (12 years)

Make is a global platform for connecting the Maker community. Through business services, learning platforms, events and commerce, Make: serves

the community of makers who bring a Do-It-Yourself, DIY, mindset to technology.

## McEvoy Media

President

2009 - 2013 (4 years)

Finance / Leadership

- Drove business turnaround from negative impacts of global recession, transition in consumer usage between media options and absence of strategic direction.
- Provided key insights, analysis and strategy, resulting in sale of business.

Operations

- Repositioned small audience products to lifestyle digital media brands, adding approximately 1 million audience members across all platforms.
- Managed content teams, producing hourly and daily digital and social updates, as well as quarterly and monthly print products.

Sales / Marketing

- Hired, led and managed 12-member multi-platform media sales team and personally sold accounts, increasing revenue by 80%.
- Expanded geographic markets, increasing market share over nearest competitor by 300%.

## Lonely Planet Americas

General Manager / President

2002 - 2009 (7 years)

Finance / Leadership

- Led and change-managed functional and cross-functional local teams.
- Drove successful multi-year restructure and business turnaround in aftermath of 9/11.
- Assisted in ownership sale to BBC, providing key insights and analysis.

Operations

- Led warehouse team to cost efficiency standard at least 30% greater than industry average.
- SAP integration sponsor.

#### Sales / Marketing

- Managed multiple revenue streams (\$25m) and channels in North and South America: ecommerce, digital advertising, national and local retail, wholesale, affiliate partners and licensing. Nearly doubled revenue.
- Expanded brand positioning from backpacker to global citizen increasing retail market share from 8% to 14%.
- Developed cause-driven National Passport Month, resulting in passage of United States House and Senate Resolutions advocating increased passport ownership.

#### Ebates

##### Vice President

2001 - 2002 (1 year)

- Developed advertising/sponsorship sales methodology, delivering 15% of net digital media revenue.
- Hired and deployed new sales team.

#### Bigwords Books

##### Senior Vice President-Operations and Administration

1999 - 2001 (2 years)

- Conceived, negotiated and managed \$7m book consignment bank financing.
- Oracle integration sponsor.
- Established 50,000 square foot, 1.4m SKU dynamic procurement/distribution center.

#### Wired

##### Senior Vice President / General Manager

1994 - 1999 (5 years)

- Managed finance and administration and audience development.
- Developed and negotiated \$12m/annual printer/manufacturing contract.
- Negotiated and managed \$10m debt financing.
- Managed legal activities, including trademark, First Amendment litigation and employment.
- Transitioned team to Conde Nast ownership.

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## Education

Northwestern University

Master of Science (MS)

Indiana University Bloomington

Bachelor of Science (BS)