

## Contact

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www.linkedin.com/in/jeffdavis  
(LinkedIn)

www.molio.com (Company)

## Top Skills

Start-ups

Sales

Strategy

## Languages

German (Full Professional)

## Publications

"Where are the most valuable video views?"

The Underrated Marketing Machine  
Entrepreneurs Should Be Using

Programmatic Video Prepares for  
Takeoff

Unpacking the dynamics in  
acquisition of capabilities: the role  
of identities during post-merger  
integration

"I Love You, But I Want to Change  
You"

# Jeff D. Davis

Founder & Chairman at Molio | Professor | Board Member | Ex P&G  
Salt Lake City Metropolitan Area

## Summary

Jeff is an international executive with global "Big Company" and entrepreneurial "Start Up" experience.

Jeff is currently an Assistant Professor of Marketing and Entrepreneurship at the University of Utah business school, a Lasonde Teaching Fellow and a published academic author. He is a founding faculty member of the Master of Business Creation (MBC), an accelerator nested within the University to help founders build and launch their companies.

He is also the Founder and Chairman of Molio Inc. (www.molio.com), an independent, full-service digital agency with online video at the core with capabilities to originate, co-create and validate new brands with its Innovation and Validation Model.

For 23 years, Jeff built brands at Procter & Gamble, in various leadership roles and in numerous product sectors (consumer-packaged goods, pharmaceuticals and beauty) and in several countries (USA, Canada, Germany, Czech Republic, Slovakia). After retiring from P&G in 2009, Jeff was the angel investor, board member and eventual CEO of Orabrush Inc., which pioneered Molio's model and successfully built the Orabrush tongue cleaner brand. According to Google, Orabrush was one of the first companies to build and commercialize a product on a global level leveraging only YouTube advertising and recognized Orabrush as one of the 10 most iconic ad moments on YouTube alongside billion dollar brands (see below). DenTek Oral Care acquired the Orabrush brand in 2014. The "Molio Method" has been touted as a disruptive approach for building brands and has been recognized by AdAge, the Wall Street Journal, the New York Times, TechCrunch, ABC's Nightline, MediaPost and Bloomberg TV.

Jeff is a rare executive that has run global billion dollar businesses and has also successfully launched startups with a successful exit. Jeff also serves as a board member and advisor to several startups.

Specialties:

- Strategic Planning
- Entrepreneurship and Marketing
- Innovation & Brand Building
- Digital Video Advertising & DTC
- Start-ups
- Consumer, Pharma & Beauty Businesses
- Turnaround, Integration, Divestitures, L&A and Cost Restructuring
- Bilingual: English & German

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## Experience

### Molio Inc.

8 years 1 month

#### Founder & Chairman

January 2021 - Present (2 years 2 months)

Salt Lake City, Utah, United States

Molio is an independent, full service, creative digital agency that specializes in growing and launching brands with online video at the core. The "Molio Method" is the intersection of strategy, creative, media and analytics to build the best campaigns to build brands.

Molio Inc. launched an innovation partnership with Astro Studios called AM:LABS to originate, co-create and validate new brands.

### Founder & CEO

February 2015 - December 2020 (5 years 11 months)

Greater Salt Lake City Area

Molio is a full service (strategy, creative, media, analytics) digital agency that specializes in launching brands with online video at the core. The "Molio Method" is the intersection of creative and media buying analytics to build the best campaigns. Molio is backed financially by Venture Capital industry leaders in internet and media: Greycroft, True Ventures, Technicolor, Advancit Capital, Subtraction Capital, and Peak Ventures.

Molio Inc. launched an innovation partnership with Astro Studios called AM:LABS to originate, co-create and validate new brands.

## University of Utah

Professor / Lecturer

December 2009 - Present (13 years 3 months)

I teach Marketing and Entrepreneurship at the David Eccles School of Business. I am a Lasonde Teaching Fellow and founding faculty member of a new award-winning graduate degree in Entrepreneurship called the Master of Business Creation (MBC): <https://eccles.utah.edu/mbc>

## Javelin Therapeutics, Inc.

Board Member (Chairman)

July 2021 - Present (1 year 8 months)

Salt Lake City, Utah | London England

Javelin is an innovative biotechnology and nutraceutical manufacturer with products being marketed direct-to-consumer. Our innovative nano-peptide technology is clinically proven to manage inflammation and the immune system. Ascetia ([www.ascetia.com](http://www.ascetia.com)), our first nutraceutical product is designed to support overall health and well-being and provide the building blocks of a highly efficient immune system. We are a global company with offices in the United States and Europe and are rapidly expanding into new territories.

## Fabric

Board Member

October 2018 - Present (4 years 5 months)

Fabric is the world's first digital consumer data bank disrupting advertising by empowering average consumers to be paid micro-influencers. Fabric Pay<sup>SM</sup> empowers consumers watch ads, get paid by advertisers and then use their data rewards (social cash) to pay for everyday goods & services with their Fabric banking app and debit card. For advertisers, Fabric provides high quality, first party data that uses patented blockchain technology and embedded finance to remove unnecessary intermediaries and to pay users directly for access to their data and activity while solving for fraud and data security.

## Better Choice Company (BTTR)

Board Member

March 2019 - September 2021 (2 years 7 months)

Tampa, Florida, United States

Better Choice Company is a rapidly growing animal health and wellness company committed to leading the industry shift toward pet products and services that help dogs and cats live healthier, happier, and longer lives. We take an alternative, nutrition-based approach to animal health relative to conventional dog and cat food offerings. Additionally, we position our portfolio of brands to benefit from the mainstream trends of growing pet humanization, and consumer focus on health and wellness. Better Choice Company went public in an initial public offering (IPO) on the New York Stock Exchange in July 2021. For more information, please visit <https://www.betterchoicecompany.com>. I serve on the Audit Committee, Compensation Committee and Chair the Nominating & Corporate Governance Committee.

### Curza

Board Member (Chairman)

March 2019 - August 2021 (2 years 6 months)

Salt Lake City, Utah, United States

Curza is a privately held, small-molecule therapeutics drug development company that offers a platform of structurally distinct classes of proprietary antibiotics capable of treating drug resistant bacteria recognized on the CDC threat list. Learn more at [www.curza.com](http://www.curza.com)

### Orabrush Inc.

President & CEO

February 2010 - October 2015 (5 years 9 months)

Orabrush, Inc. was a new media e-commerce brand-builder that leveraged social media video marketing, with expertise in YouTube advertising, to commercialize innovative products. Using its "Reverse Marketing Model," the company delivered unprecedented results in awareness and conversion driving online to offline sales with the Orabrush tongue cleaner. According to Google, Orabrush was the first consumer product to be commercialized on a global level just using YouTube advertising and was recognized as one of the "10 most iconic ad moments on YouTube." With more than 50 million video views and more than 185,000 subscribers, Orabrush was in 25 countries, 75 retailers and more than 30,000 retail stores globally and became the No. 1 tongue cleaner in the world. After retiring from P&G, Jeff was the angel investor, board member and later CEO to help launch Orabrush and Orapup brands, as well as several other brands, with the YouTube first digital video marketing strategy. Orabrush was successfully sold to DenTek Oral Care in

2014. Orapup was successfully sold to Trupet LLC in 2015. Molio was the evolution of the Orabrush experience.

## Ernst & Young

### Advisor

January 2010 - January 2013 (3 years 1 month)

Collaborating with and advising Ernst & Young on the development of their business advisory practice working with their top 40 global customers.

## DW Healthcare Partners

### Executive in Residence

October 2009 - March 2010 (6 months)

DWHP's Executive in Residence program engages veteran corporate-level executives with exceptional track records to run and consult with their portfolio companies.

DW Healthcare Partners is a private equity firm focused exclusively on the healthcare industry. The firm manages over \$250 million in committed capital and invests in profitable healthcare companies with proven management teams. DW Healthcare Partners is led by seasoned healthcare executives with more than 100 years of combined industry experience. The firm provides the capital, strategic guidance, and acquisition expertise to help mid- to late-stage companies realize their potential for growth.

Based in Salt Lake City, Utah.

## Procter & Gamble

3 years 3 months

### VP/General Manager, Global Operations

July 2007 - September 2009 (2 years 3 months)

Germany

Senior executive officer responsible for all global operations of the new P&G Professional Hair division following the acquisition of the Wella Professional Salon Beauty Business in 2004 with iconic brands like Wella, Koleston Color, Sebastian, Clairol, Londa and Sassoon. Revenues over \$2 Billion USD with operations in 41 countries, over 8,000 employees and full P&L responsibilities. Reported directly to President of the division.

Chairman, Board of Directors, Wella AG Holding Co.

Based in Frankfurt, Germany.

## Global New Business Development Director

July 2006 - July 2007 (1 year 1 month)

Cincinnati, Ohio

Head of P&G Pharmaceutical's global New Business Development.

Responsible for partnering, licensing or acquiring our new drug candidates from a network of Pharma, Biotech and Venture Capital communities to fill our future pipeline. Reported directly to the President.

Based at global HQ in Cincinnati, Ohio.

## Procter & Gamble

20 years

### General Manager Canada

2001 - 2006 (5 years)

Toronto, Canada

Chief Executive Officer for the Pharmaceuticals division in Canada. P&L responsibility for a business of 7 brands across 4 therapeutic categories. Grew revenues from \$50M to over \$200M. Organizational responsibilities for 150 people including all functions: Sales, Marketing, Finance, Medical/Technical Affairs, Regulatory, Medical Surveillance and Communication, External Relations/Government Affairs, Product Supply, and Quality Assurance.

Member of the North American Leadership Team.

Based in Toronto, Canada.

### Associate Director Sales & Marketing Germany

1997 - 2001 (4 years)

Germany

Senior executive role with overall commercial responsibility for Volume, Sales, and Profit. \$80 million USD in sales. Challenged to integrate newly acquired Roehm Pharma company into P&G and turnaround business which was not profitable. Re-designed internal and external Sales & Marketing teams to deliver future P&G pipeline. Introduced P&G brand management and strategic customer marketing. Restructured sales into regional multi-functional selling teams. Developed organization and strategic plans to launch first global P&G product in Osteoporosis with global co-marketing partner Aventis. Organizational responsibilities for 150 people in sales and marketing (25 internal managers & staff; 12 national & regional managers; 113 sales reps in two selling lines)

Based in Frankfurt, Germany

### Sales & Marketing Manager Czech & Slovak Republics

1995 - 1997 (2 years)

Czech and Slovak Republics

Responsible for developing Sales and Marketing plans for the Czech and Slovak Republics in all 3-product sectors (Laundry and Cleaning, Paper, Health and Beauty Care—26 brands). Worked closely with VP/ General Manager and key department heads (Sales, Marketing/Advertising, Finance, Product Supply, Customer Service) to develop and coordinate fiscal sales calendar of product launches and major promotional campaigns for deployment to the sales function. Organizational responsibility for an internal support group of 10 people.

Based in Prague, Czech Republic.

### Country Manager Slovakia

January 1994 - August 1995 (1 year 8 months)

Overall corporate responsibilities for total start up operations in Slovakia post country split of Czechoslovakia. Grew to \$24 million USD in sales. Developed overall strategic business plan that included: the infrastructure of the organization, the creation of a reliable distribution network and the hiring/ training of the leaders and personnel.

- Created and developed business model to sell 21 brands (locally acquired and P&G imports)
- Launched a countrywide van-selling program through a network of 6 preferred wholesalers developed by P&G and comprising 40 vans across Slovakia deployed via a multifunctional selling team. Czech expansion based on Slovak model.
- Developed new organization from a start of 1 Regional Mgr and 7 sales reps to 4 Regional Mgrs and 22 Sales Reps in 16 months.

Based in Bratislava, Slovakia.

### Sales & Customer Marketing Roles

July 1986 - December 1993 (7 years 6 months)

Spokane, WA; San Francisco, CA

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## Education

University of Utah - David Eccles School of Business

Bachelor of Science - Marketing · (1982 - 1986)

University of Utah

Bachelor of Arts - German · (1982 - 1986)