

Leah Belzer-Adams

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Professional Summary

Brand and sales leader with over a decade of hands-on experience growing consumer goods businesses across mass and specialty retail. Stepped away from college early to help run a family business — a decision that shaped a career built on real-world problem-solving, team leadership, and creative execution. Former COO with a track record of driving innovation, scaling brands, building collaborative teams, and leading through change.

Evriholder Products LLC

December 2024 – May 2025

(Acquired Union Square Group's Brands)

Business Consultant – Brand Integration

Dec 2024 – May 2025

- Brought on by Evriholder following its acquisition of USG's owned brands
- Helped reposition legacy USG brands under new ownership while preserving core brand equity and retail continuity
- Provided strategic consulting across brand integration, creative direction, and go-to-market planning
- Partnered on new product development and merchandising narratives for upcoming sales cycles
- Contributed to brand strategy and growth planning for Evriholder's legacy portfolio

Union Square Group, LLC – Various Roles

October 2020 – May 2025

(Acquired The Companion Group's Brands)

Business Consultant – Wind Down and Asset Transition

Dec 2024 – May 2025

- Led the operational wind-down of USG following a private ownership decision to sell brand assets as part of a personal transition
- Partnered with interim CFO and legal counsel to manage entity closure and ensure a smooth transfer of applicable assets to new ownership
- Oversaw retailer and customer communications to support sell-through and minimize disruption during the transition
- Balanced operational closure with strategic planning to protect brand equity and support a clean handoff to new ownership

Chief Operating Officer

Oct 2020 - Dec 2024

- Oversaw U.S. operations post-acquisition, led brand strategy, ERP implementation (NetSuite), and organizational design
- Built and managed a cross-functional team of 10+, optimizing workflows across sales, creative, and operations
- Led brand positioning and sales strategies across B2B channels, achieving strong growth metrics

- Directed major buyer presentations, product launches, and sales planning with national retailers

The Companion Group – Various Roles

April 2012 – October 2020

Family-owned B2B wholesale company focused on housewares, grilling and outdoor living

Chief Operating Officer

2018–2020

- Continued oversight of creative and sales strategy across all brands and retail partners
- Led organizational restructuring and cost-saving initiatives during a pivotal transition
- Oversaw overseas sourcing and manufacturing teams
- Maintained business continuity during COVID-19 and directed brand sale efforts

Director, Sales and Creative

2017–2018

- Oversaw creative and sales strategy for eight brands across 3,000+ retail locations
- Directed packaging, product positioning, and branding in collaboration with in-house teams

Sales Manager

2015–2017

- Managed key accounts (Target, Bass Pro, Menards), and contributed to creative direction and retail growth planning

Sales Assistant

2012–2015

- Supported senior sales leaders in managing national retail accounts and private label programs

Education

John F. Kennedy University – Psychology

Completed coursework toward B.A., 2012-2014

Art Institute of Seattle – Interior Design

Completed coursework toward B.A., 2011- 2012

Professional Development & Affiliations

Women Presidents Organization (WPO)

Executive peer network focused on strategic leadership, business growth, and operational excellence through confidential roundtables and mentoring.

Member, 2018–2025

Chief Housewares Executive Super Session (CHESS) – International Housewares Association

Participant Executive-Level Forum

Member 2017-2020

Core Strengths & Capabilities

Strategic Leadership

- Builds and leads effective sales strategies for B2B and B2C channels
- Experienced with P&L management, forecasting, and revenue optimization
- Aligns business goals with creative and operational strategy to deliver measurable outcomes

Brand & Product Development

- Brand positioning, creative direction, and packaging strategy
- Product innovation from trend discovery to retail execution
- Extensive experience across retail channels from specialty to mass

Cross-functional Execution

- Brings together creative, sales, and operations to deliver profitable sales
- Strong collaborator and communicator across departments
- Leverages trend insights to create relevant, customer-focused solutions

Operations & Organizational Leadership

- Leads cross-functional teams through periods of change, including merger and acquisition transitions, restructures, and growth phases
- Builds organizational frameworks to support scale, efficiency, and team accountability
- Drives strategic alignment between departments to ensure smooth execution of business goals