

Tommy Stover

BUSINESS BUILDER FOR VAN, OVERLAND & OUTDOOR BRANDS

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PROFILE

Business builder and commercial growth leader with 20+ years launching new markets, building strategic partnerships, and turning emerging opportunities into repeatable revenue. At Hydrofarm, built the Colorado operation from the ground up - grew regional sales from \$7M to \$24M, later managed \$40M+ across 11 states, and launched a commercial division that generated \$18M in 2019. Since 2020, managed real estate investments while traveling North America extensively by Sprinter van with my family - combining independent projects with authentic, firsthand experience in the van, overland, and outdoor lifestyle. Best suited to founder-led companies where relationships, initiative, and execution matter more than rigid job descriptions. Based in Boulder, CO.

PROFESSIONAL EXPERIENCE

Independent Projects, Real Estate & Family Travel

Boulder, CO

Oct 2020 - Present

- Managed personally owned rental real estate across Colorado and Virginia, including tenant relationships, leasing, contractor management, renovations, maintenance, budgeting, and preparation for property sales.
- Traveled extensively by Sprinter van with my family over multiple years: Baja and the western U.S. for extended periods, the Canadian Rockies and Alberta for a full season, and British Columbia for a dedicated trip - developing deep, firsthand familiarity with the van, overland, camping, and adventure-travel customer, community, and lifestyle.
- Built and tested websites, landing pages, digital business concepts, and small-business prototypes while developing hands-on fluency with AI, automation, digital marketing, and low-code tools.

Hydrofarm

Denver, CO

Director of Commercial Sales, Central U.S. (2018-2020) | Regional Sales & Operations Leader (2009-2018)

Aug 2009 - Mar 2020

- Founded Hydrofarm's Colorado operation as the company's first employee in the state. Built an 86,000+ sq. ft. Denver distribution facility and a multi-state customer and channel network. Built and led cross-functional teams - 25+ employees at peak - reporting directly to the CEO and President.
- Grew regional sales from \$7M to \$24M over seven years; later managed \$40M+ in annual volume across an 11-state territory.
- Launched the commercial sales division from zero - team, pricing, channel strategy, and sales playbook - generating \$18M in revenue in 2019.
- Developed a hybrid direct-to-grower and retailer-partner model that protected channel relationships while winning large commercial accounts. Often won business without being the lowest-price supplier.

LogRhythm

Boulder, CO

Regional Sales Manager, 2007-2009

Joined as employee #13 at an early-stage cybersecurity startup. Sold enterprise SIEM and log-management solutions with \$100K+ average deal sizes to banks, credit unions, and healthcare organizations.

Sensei Sales

Boulder, CO

Founder, 2005-2009

Provided outsourced sales and business development for emerging consumer brands. Scaled Infinita Kombucha 200% in six months by securing UNFI and regional Whole Foods distribution; the company was acquired by Hain Celestial in 2009.

Silicon Mountain Memory

Boulder, CO

National Sales Manager, 2000-2006

Built a six-figure book of business through disciplined prospecting. Launched a new USB flash-drive division, later led a 24-person sales team, and ranked as the company's top salesperson for three consecutive years. Contributed during the company's three-year INC 500 run (2002-2004).

CORE COMPETENCIES

Strategic Partnerships | Business Development | Dealer & Channel Growth | Go-to-Market Strategy | New Market Launches | Key Account Management | Founder / Executive Partnership | Enterprise Account Management | Sales Team Leadership | Distribution Operations | Product Launches | Commercial Strategy | Trade Shows & Community Building | Revenue Growth

INDUSTRY FOCUS

Van & Overland | Outdoor & Adventure | Dealer & Channel Networks | Founder-Led Companies | Enthusiast-Driven Brands

EDUCATION

Virginia Commonwealth University | Richmond, VA | 1995-1997