

## **Todd Dearborn**

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### **Professional Summary**

Strategic and entrepreneurial marketer with a recent master's degree from the #2 nationally ranked M.S. in Marketing program at The University of Texas at Austin. Experienced in commercialization, product strategy, and go-to-market execution. Currently leading the commercialization of a patented impact-absorbing material from the University of Massachusetts to market, bridging business strategy, manufacturing, and investor alignment to scale an emerging technology. Combines a background in data-driven marketing with strong creative and operational instincts.

### **Key Experience**

Strategic Commercialization Lead – FEAM Project (Aug 2025 – Present)

- Spearheading commercialization and restructuring of FEAM, a patented material licensed from the University of Massachusetts.
- Negotiated alignment between patent rights holder, investor group, and manufacturing partner to form a unified commercialization entity.
- Drafted core corporate documents including MOUs, term sheets, business plans, and strategic cost outlines.
- Managed early-stage investor relations and directed global vendor outreach to scope production line design across North America and Europe.
- Built and coded the initial digital presence at FeamShield.com, establishing the brand as a next-generation performance protection material.
- Led technical translation between R&D, engineering vendors, and investors to position FEAM for scalable production.

Marketing and Strategy Experience - University of Texas at Austin, M.S. in Marketing (Aug 2024 – May 2025)

- Completed advanced analytical and strategic coursework in brand strategy, marketing analytics, and product innovation.
- Led team projects that integrated data analysis, creative direction, and storytelling for corporate case partners.
- Developed UX-focused retention and segmentation strategies through advanced CLV modeling and SQL-based analytics during UT Austin's Marketing Master's capstone for a leading entertainment company.

## Previous Brand and Marketing Roles (2022 – 2024)

- Led multiple university marketing projects recognized for top performance, including a 1st place award for a digital marketing audit focused on user-generated content and SEO growth.
- Founded Streamlined Marketing, delivering Google PPC campaigns that achieved a cost per acquisition nearly 90% lower than the previous agency's performance.
- Conducted field marketing for an energy drink brand, helping shape on-the-ground activations that aligned with brand values through creative storytelling and engaging content production.

## Education

**Master of Science in Marketing** - The University of Texas at Austin (Aug 2024 – May 2025)  
Focus: Strategy, Analytics, and Innovation

**Bachelor's Degree in Business** - Southwestern University (Aug 2019 – May 2023)  
Major: Business | Double Minor: Communications and Political Science

## Personal Profile

Todd Dearborn is a driven strategist and marketer with a rare balance of creative instinct and business discipline. His experience leading the commercialization of a patented performance material has given him hands-on exposure to investor relations, manufacturing design, and IP-based business structuring early in his career. Coming from a family whose business has thrived for more than eighty years, Todd has attended annual managers and board meetings since college, gaining firsthand insight into long-term decision making and leadership. That background shaped his calm, confident presence and his ability to contribute meaningfully in high-stakes environments.

He combines analytical rigor from UT Austin's #2 nationally ranked M.S. in Marketing program with real-world leadership under entrepreneurial pressure. Todd is motivated by opportunities that blend innovation with execution, where strategy, storytelling, and measurable results come together to create lasting impact.

## Professional Focus

Eager to continue developing at the intersection of business strategy, commercialization, and brand innovation. Interested in opportunities that value initiative, analytical depth, and long-term vision. Committed to building ventures and partnerships that transform technical innovation into scalable commercial success.