



**EVAN GRAVES**  
OPERATOR & BUILDER

#### CONTACT

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#### CORE COMPETENCIES

- GMP Manufacturing
- Supplement Formulation
- Brand Identity & Design
- E-Commerce
- P&L Management
- Web Development
- Team Building
- Supply Chain
- Product Development
- Wholesale & B2B



[evan Graves.co](http://evan Graves.co)

# EVAN GRAVES

BOOTSTRAPPED CEO • OPERATOR • BUILDER

*I built a bootstrapped manufacturing and e-commerce company from the ground up, led a team of 20, and we exited without a single dollar of outside funding. I built every element of it, from the production floor to brand identity to team culture. Now I want to bring that operator mindset to high-growth companies that need someone who's done it before.*

#### EXPERIENCE

##### Co-Founder & COO → CEO

2018 – 2025

Paragon Corp (DBA Treeline Brands) | Arvada, CO

Put up a Craigslist ad looking for an opportunity and connected with a small supplement startup. Started with \$6,000 in cash and zero outside capital. Earned a full partnership within months, ran operations as COO, and eventually took over as CEO. Over seven years, built it into a vertically integrated supplement manufacturer with \$12M+ in cumulative revenue, 20 employees, and a 12,000 sq ft GMP-certified facility. Successfully exited in 2025.

##### Operations & Manufacturing

- Built and ran a GMP-certified manufacturing operation producing gummies and dietary supplements for our own brands and as a contract manufacturer for major players in the space, including brands on shelves at Whole Foods and King Soopers.
- Designed the full facility buildout, created production workflows, wrote SOPs, and developed proprietary formulations with strong batch-to-batch consistency across dozens of SKUs.

##### Brand Development, Design & E-Commerce

- Created and launched 3 retail brands from the ground up (Vesl, Olah, Chugg) with 35+ SKUs. Designed every brand identity, label, and packaging concept myself in Photoshop and Illustrator.
- Built every e-commerce storefront in-house. Grew Vesl to \$2M+ in DTC revenue with 25,000+ customers. Also designed full brand identities and product lines for 20 to 30 contract manufacturing clients.
- Expanded distribution to 250+ wholesale accounts across multiple countries, including EU markets through partners in France, Spain, and Germany.

##### Revenue & Growth

- Took revenue from \$38K in our first six months to \$2.5M+ at peak. Diversified across four revenue streams: contract manufacturing, white-label, wholesale, and direct-to-consumer e-commerce.
- Owned the full P&L. Managed pricing, vendor negotiations, COGS optimization, and margin management across every line of business.

##### Leadership

- Grew the team from 2 co-founders to 20 employees. Hired, trained, and managed production staff, ops managers, and brand leads.
- Held the company together through multiple complex partnership and acquisition negotiations that fell through. Kept operations stable, kept clients happy, and led the company to a successful sale in 2025.

#### CURRENT

Founded Chugg, a clear protein brand, from scratch post-exit. Still connected to GMP manufacturing partners and actively exploring the right opportunity to build alongside serious people.

#### EARLIER BACKGROUND

Been building since I was a teenager. Ran independent e-commerce brands before Treeline. Self-taught across Shopify, paid advertising, product sourcing, graphic design, and DTC fulfillment. Never took the traditional path.