TIM HELFRICH

Technology, Operations & Finance Leader | Systems • Data • Growth

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$10M → $50M+	$150K+	4	1M+	8
SALES GROWTH SUPPORTED	ANNUAL TECHNOLOGY BUDGET MANAGED	BUSINESSES BUILT & SCALED	AD CAMPAIGN RECIPIENTS	INDUSTRIES SERVED

CORE COMPETENCIES

- Technology Strategy & Budgeting
- Operations Leadership
- Financial Operations & Reporting
- IT Infrastructure & Networking
- Data, Reporting & Analytics
- Process Optimization
- Global Sourcing & Vendor Management
- Marketing & Brand Strategy
- E-commerce
- Hiring & Team Development

TECHNICAL SKILLS

Systems & Business
Microsoft 365 Administration, Zoho CRM & Analytics, QuickBooks Online / Desktop / Enterprise, Excel, Mailchimp, Constant Contact

Web & Development
WordPress, HTML, CSS, SQL, e-commerce development

Creative
Adobe Photoshop, Lightroom, Illustrator, Premiere Pro, After Effects

Pro A/V & Engineering
Pro audio, video, camera & lighting; Dante audio networking; Pro Tools; electrical & mechanical fundamentals; robotics, 3D modeling, manufacturing

PROFILE

Technology and operations leader with 14 years of experience helping a growing music-industry sales, marketing, and distribution company scale from roughly $10M to over $50M in total partner sales. Built the systems, teams, and processes behind three business divisions, including the launch of MusicMax Distribution. Serves as the company's senior technology leader, reporting to the CFO, with hands-on experience across IT infrastructure, data and analytics, accounting and finance, marketing, and global sourcing, and at my best in small and mid-sized companies where leaders wear many hats.

PROFESSIONAL EXPERIENCE

MusicMax Inc. | Columbus, OH — 2012 – Present

Pro A/V and musical instrument sales, marketing, and distribution. Parent of MusicMax Distribution, Max Vision (data & analytics), and R. Joseph Group (rep firm).

Director of Technology — 2020 – Present

- Serve as the company's top technology leader, reporting to the CFO; set technology strategy across all three divisions and manage a $150K+ annual budget.
- Work closely with the CFO and controller on accounting systems, financial reporting, and budget planning.
- Helped grow total partner sales from roughly $10M to over $50M by aligning systems, data, and operations with sales and marketing strategy.
- Helped launch and tool up MusicMax Distribution, a multimillion-dollar distribution business, building its systems, workflows, and vendor relationships from the ground up.
- Partner with executive leadership on growth plans, operations, accounting, marketing, analytics, and infrastructure projects.
- Direct IT operations with employees and contractors, covering network infrastructure, Microsoft 365 administration, and ongoing system upkeep.
- Modernized operational processes with CRM, analytics, and automation tools to improve efficiency and data-driven decision making.

Operations Manager — 2015 – 2020

- Managed administrative, customer support, and technical teams across multiple business branches.
- Coordinated global imports from 5 vendors across 4–5 countries, with annual shipment values in the high six to seven figures.
- Ran NAMM trade show presence and logistics 1–2 times per year, managing booth budgets in the tens of thousands.
- Interviewed, hired, and onboarded new team members; supported sales and accounting with operational and strategic insight.

CERTIFICATIONS

Dante Level 3
Audinate • 2021

Avid Pro Tools Certified
Avid • 2013

EDUCATION

Bachelor of Arts • 2013
Capital University
Music Technology
Full-Ride Collegiate Fellowship Scholarship

INDUSTRY EXPERIENCE

Core

- Music & Pro A/V
- Wholesale & Distribution
- Manufacturers' Rep / B2B Sales

Additional

- Automotive
- Import & Supply Chain
- E-commerce & Retail
- Marketing & Creative Services
- Data & Analytics

MusicMax Inc. (continued)

Admin / Inside Sales & Marketing **2012 – 2015**

- Designed print advertising campaigns reaching 1M+ recipients each, distributed several times per year.
- Supported inside sales and marketing operations during the company's early growth phase.

Elty LLC | Columbus, OH **2024 – Present**

Owner | Technology & Marketing Services

- Provide technology consulting and marketing services, from photography and graphic design to system administration and IT infrastructure.
- Built and operate an e-commerce store featuring original art and apparel designs; source custom apparel for organizations.

H&F Creative Inc. | Columbus, OH **2017 – 2022**

Co-Owner / Operator | Marketing for Small Businesses

- Managed accounting, projects, and scheduling for a small-business marketing agency.
- Founded Midwest Motorsports Media, an automotive marketing brand; grew its Facebook audience to 10,000 and sold the brand in 2021.

EARLY CAREER

Freelance Photography, Web Design & Marketing **2010 – 2017**
Designed websites, graphics, and marketing for local small businesses and events.

Pfabe's Music | Sales Associate, Painesville, OH **2007 – 2012**
Helped manage POS system, inventory, and in-store marketing for a retail music store.