



Jared Hartzell, MBA

Senior Corporate Consultant, **SK Strategies LLC**

In 2022, Hartzell joined forces with **SK Strategies** Founder, Sam Konduros, as **Senior Corporate Consultant**, for the SC-based consulting firm that specializes in economic development, strategic planning, major corporate initiatives, public-private partnerships, integrated marketing & business development strategies, innovation, and vision-mission-brand development 2004 – with a wide range of major clients since its inception in 2004, ranging from **Clemson University** and **CU-ICAR** to **Greenville Health System**.

Hartzell has a demonstrated track record and specialization in various industry sectors including integrated marketing, finance/banking/investment, real estate, business development/sales, and technology/innovation – with relationship management being a proven core competency. He is a graduate of **Bob Jones University** (2004 bachelors *cum laude*) and **Clemson University** (2018 MBA). Additionally, Hartzell received his Series 7 & 66 Investment Securities licenses in 2016.

While serving at **SunTrust Bank** directly out of college, he developed a foundation in sales management, commercial lending, financial management and personnel management. In 2007, he joined **Titan Real Estate Investment Group**, became the VP of Acquisitions and served as an integral team executive in the acquisition/disposition of commercial real estate across the US and Canada. In late 2009, he joined Fusion Systems to form a new commercial technology division called **Fusion Commercial** where he implemented high-impact marketing strategies, negotiated contracts, developed purchasing methodologies and catalyzed new product supply chain relationships with leading-edge technology partners including ScanSource, Synnex, Michelin, BMW and Fluor Corporation. In 2012, Hartzell embarked on an entrepreneurial pathway to fully develop his own strategic consulting company, **Switch Strategies**. As owner/president of Switch, he consulted with various companies on how to more effectively position themselves, use key performance marketing data to brand and market their images and launch new products/services into the market. In 2015 he focused his development efforts on creating **Upstate Wealth Management** alongside a seasoned financial partner/advisor in Upstate SC, serving as COO overseeing strategic growth, compliance, operational, human resource, technology, sales and marketing functions, and grew the organization to over \$30 million in assets under management.

Hartzell also developed the business model and served as the Director of Development and Community Relations for **iMAGINE Upstate**, a first-of-its-kind STEM festival and South Carolina-based workforce development initiative. He also served as a board member of the **Cancer Society of Greenville County** for four years, playing a key role in developing new marketing and outreach strategies for that non-profit service organization which provides financial aid and support to Greenville area cancer patients and their families.

Recent corporate activities have included organizing client development, logistics, financial management and human resources for **Addo Global**, strategizing with global channel partners on the supply and demand sides of the healthcare products and services market. He was also instrumental in restructuring **Radical Company**, a high-end digital marketing agency, into a profitable and scalable business by hiring key staff, streamlining internal processes and improving sales strategies.

Personal Snapshot:

Hartzell lives in Greenville, South Carolina with his son, Keenan. He enjoys coaching his son's soccer team, travel, hockey, and training in the martial art of Muay Thai.