

# LARRY THORPE

Phoenix, Arizona  
larrythorpe.com

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## REVENUE-DRIVING OPERATOR

Operator experienced in building revenue systems, leading sales teams, and executing in high-constraint environments. Background spans multi-location retail sales leadership, founder-led manufacturing, and national-scale initiatives. Proven ability to personally generate revenue while building structure that sustains growth.

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## SELECTED IMPACT

- Generated \$2M+ in revenue over four years in direct-to-consumer manufacturing
  - Personally drove field-based sales across national trade events
  - Led revenue operations across 43 retail locations in the Chicagoland region
  - Built acquisition systems from zero in independent insurance operations
  - Mobilized digital communities exceeding 6 million supporters
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## PROFESSIONAL EXPERIENCE

### Founder & Operator

Foxhole Armor

- Generated \$2M+ in revenue through direct event sales and grassroots distribution
- Personally sold product across national trade shows and field channels
- Built pricing, positioning, and objection-handling framework for civilian market
- Managed vendor relationships, logistics, and production flow
- Scaled volume despite industry-wide backorder constraints

### Regional Sales Leadership

Multi-Location Retail Operations – Chicagoland Region

- Advanced into leadership following top division sales performance
- Led multi-store sales teams driving regional lead conversion
- Personally developed high-value contractor relationships
- Recognized with multiple performance awards within 18 months

### Founder

Foxhole Financial

- Built client acquisition pipeline from inception
- Personally closed policy sales and managed renewals
- Developed referral-based growth structure

### Founder / Initiative

JoeOnTheMove (JOTM)

- Grew digital advocacy community to 6M+ supporters
  - Directed national grassroots engagement campaigns
  - Organized multi-state volunteer distribution initiatives
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## MILITARY SERVICE

- Led personnel and equipment oversight in constrained environments
- Executed mission planning with zero-incident record