

William C. "Bill" Shouldice IV

Transformational CEO | Business Growth Strategist | Community Advocate



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802.282.2683

Transformational Leader

Demonstrated history of servant leadership, supported by willing followers, inspiring individuals and teams to exceed their perceived limits by providing support, autonomy, and the authority to make decisions.

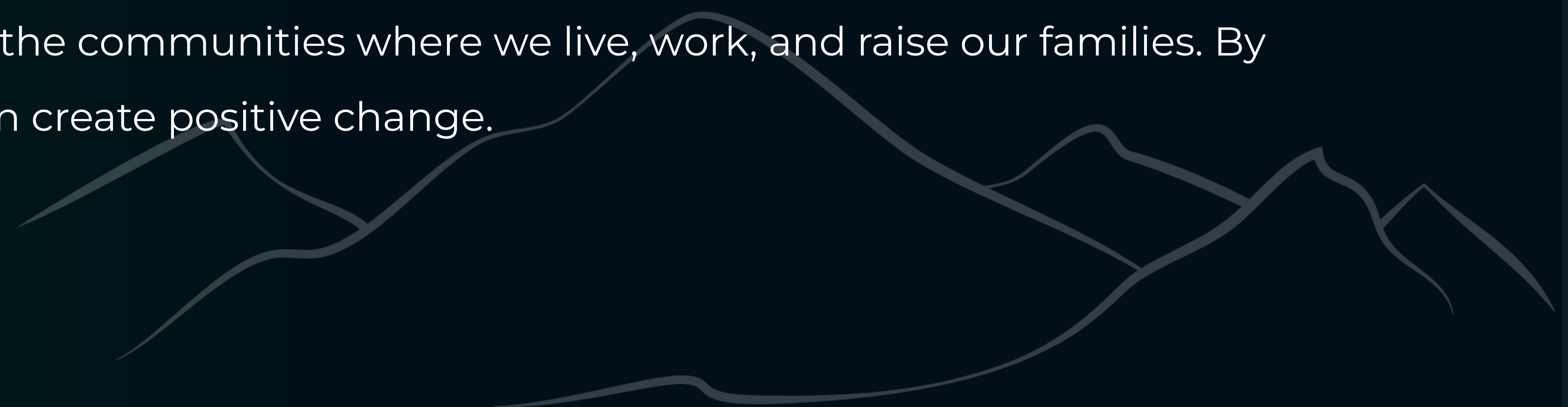
Strategic Business Growth

Able to guide an organization through change by identifying key opportunities and significant threats, from which a strategic plan can be developed and executed. This includes creating a vision, communicating it effectively, and building a supportive culture to bring it to fruition.

Community Advocate

Committed to a collaborative process that brings people, organizations, and governments together to improve the communities where we live, work, and raise our families. By building trust, we can create positive change.

Bill Shouldice



Provide strategic guidance and leadership as a board member and advisor, driving business growth, innovation, and community impact.

- Vermont Economic Development Authority - Board
- Community Development Block Grant – Board
- VT State Historic Preservation - Officer
- Vermont Business Roundtable – Board
- VT State Chamber of Commerce – Exec Committee
- Vermont Futures Project – Chair
- VT Air National Guard – Honorary Commander
- Vermont Manufacturing Extension - Board
- StarBase – Board, Chair/President
- ReStart Vermont – Mfg/Distribution Sectors
- Make-A-Wish - Strategic Partner
- Vermont SBDC - Board
- Vermont Tech Council - Board
- Lake Champlain Chamber - Member
- Greater Burlington Industrial Corp. - Member
- The New England Council - Member

Bill Shouldice



CEO - Vermont Teddy Bear Company | 2013-2024

Drove innovation, growth, and operational excellence across multiple brands.

- Doubled revenue from \$36M to \$78M
- Expanded e-commerce channels, including digital, social and Amazon, boosting online sales and brand visibility growing earnings 10X
- Managed portfolio of 7 complimentary brands
- Led all M&A including identifying strategic targets, vetting, brokering & closing
- Eliminated \$18M in inherited debt, achieving a zero-debt balance and significantly improving cash flow.
- Strategic investment to eliminate tech debt
- Built a world class, experiential retail destination welcoming over 100K visitors annually while producing 300K+ handcrafted bears annually

Bill Shouldice



President & CEO - The Vermont Country Store | 2005-2012

Drove significant growth and modernization at , transforming it into a \$100M+ multi-channel retail powerhouse.

- Increased sales and profitability through strategic investments in technology and operations.
- Modernized the enterprise by implementing e-commerce platforms and enhancing catalog capabilities.
- Built a robust management team to sustain long-term growth and innovation.
- Evolved the business from a catalog-centric operation to a true multi-channel retailer, blending catalog, web, and retail store sales.

Bill Shouldice



The Vermont
COUNTRY STORE®

CEO - The Orton Family Foundation | 2000-2005

Drove from startup to a leading organization empowering rural communities across America.

- Developed innovative tools and processes to help rural communities define their future and preserve their heritage.
- Facilitated impactful land-use and community decision-making programs across the U.S.
- Positioned the foundation as a trusted resource for rural development, enabling countless communities to thrive.
- Built partnerships and established the foundation as a catalyst for positive change in rural America.

Bill Shouldice



1987-2000

Brought strategic vision and leadership to Vermont's government, shaping policies and programs that advanced economic growth, tourism, and community development.

- Served as Vermont's Secretary of Commerce and Community Development, appointed by Governor Howard Dean.
- Oversaw key departments, including Economic Development, Tourism & Marketing, Housing, Historic Preservation and Vermont Life Magazine.
- Led programs that boosted Vermont's economy, preserved historic sites, and strengthened rural communities.
- Executive Director of the Rutland Economic Development Corporation, creating good-paying jobs through strategic initiatives; loan funds, incubators, dedicated land, and permit assistance.

Bill Shouldice



Beyond his professional achievements, Bill Shouldice IV is a devoted family man and active community advocate, channeling his leadership to enrich the lives of others.

- Rose from humble beginnings in Vermont, working in the family's business "The Country Store," to leading a \$100M multi-channel retail business.
- Proud father of three and grandfather of three, enjoying quality time outdoors with family.
- An avid outdoorsman with a passion for fishing, skiing, hiking, hunting, and biking.

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