

# KEVIN J. TUTT

Operator-CFO | Strategic Finance & DTC Growth

**\$1B+** TOTAL TRANSACTIONS  
**\$200M+** ANNUALIZED REVENUE

Austin, TX • kevin.tutt@gmail.com • linkedin.com/in/kevintutt

## PROFESSIONAL PROFILE

Strategic finance and consumer operations executive with 20+ years bridging financial discipline and digital innovation. Built and led JUUL's global ecommerce P&L to >\$200M annualized—and held the channel together through one of the most challenging regulatory transformations in modern consumer goods. Earlier, executed \$1B+ in transactions including a \$300M IPO, a \$150M growth capital raise from Blackstone, and 13 M&A deals that scaled portfolio revenues from \$180M to \$550M. Investment-banking pedigree (JPMorgan) and direct PE sponsor / public-company board reporting experience. Equally fluent running a P&L and structuring the next deal.

## KEY ACHIEVEMENTS

- **Transaction Track Record:** \$1B+ in transactions including a \$300M IPO, \$150M Blackstone raise, and 13 M&A/financing deals expanding revenues 200%+.
- **Global DTC Scaling:** Scaled JUUL global ecommerce to >\$200M annualized through regulatory transformation, 90%+ AOV lift, and 94% subscription mix.
- **Operating Transformation:** Reduced corporate SG&A 10%+ at Riot Games through procure-to-pay overhaul, KPI dashboard integration, and workforce optimization.

## SELECTED TRANSACTIONS

- **\$300M IPO of Rentech Nitrogen Partners LP**  
Administered due diligence, detailed forecasting, and S-1 drafting; led initial analysis illustrating value unlocked for the parent company through MLP structure.
- **\$150M growth capital raise from Blackstone**  
\$100M convertible preferred equity + \$50M term loan; modeled MLP cash distribution growth strategy and structured collateral based on subsidiary financial strength.
- **\$53M sale of Rentech Nitrogen Partners LP to CVR Partners LP**  
Negotiated value and deal terms achieving a 33% premium to share price at signing; merger eliminated single-asset risk for both entities, a strategically meaningful outcome for manufacturing operations with planned turnarounds and major maintenance cycles.
- **\$160M acquisition of Agrifos LLC**  
Built acquisition model with sensitivity analysis across multiple scenarios; analysis of revenue recognition practices identified ~10-15% overvaluation and reduced cash consideration by \$20M during negotiations.

## PROFESSIONAL EXPERIENCE

### JUUL Labs

**Sr. Director, Digital Engagement**

**Sr. Director, Global Head of Ecommerce**

**Director, Ecommerce**

**Director, Finance**

Austin, TX

December 2024 - Present

May 2022 - December 2024

November 2019 - May 2022

July - November 2019

Reports to SVP, Global Brand & Consumer Experience (CEO direct report). Global remit covering US, UK, and Canada (previously also Germany, Italy, France, and Switzerland). Direct accountability for \$200M+ ecommerce P&L; six direct reports plus broader leadership-by-influence across customer support, logistics, consumer insights, and brand functions.

- **Regulatory Transformation:** Rebuilt the entire B2C fulfillment model under regulatory duress—migrating to a complex final-mile carrier network in under four months to meet new federal compliance

requirements. Held the channel together through one of the most consequential regulatory shifts the category has seen, minimizing the unavoidable revenue impact of mandated coverage limitations and new adult-signature delivery requirements.

- **Global P&L Management:** Lead strategy and operations for the global ecommerce channel, generating >\$200M in peak annualized revenues with full P&L accountability including forecasting, scenario modeling, ROI analysis, and demand planning.
- **DTC Ecosystem Build:** Built the company's entire consumer engagement stack from scratch—the inaugural loyalty rewards platform, digital coupon system, and sweepstakes/contest framework—establishing the primary consumer engagement infrastructure across retail and DTC in a category where consumer touchpoints are severely constrained by regulation.
- **Revenue Optimization:** Conceptualized and executed commercial strategies driving a 90%+ increase in average order value (AOV) and a ~60% increase in new consumer conversion through iterative A/B testing and customer journey optimization.
- **Subscription Strategy:** Scaled subscription revenues to 94% of total ecommerce revenues globally, significantly exceeding competitive benchmarks.
- **Unit Economics & Insights:** Developed frameworks to increase Customer Lifetime Value (LTV) while reducing Customer Acquisition Costs (CAC) across diverse segments; led development of advanced data frameworks and KPI dashboards (SQL, Tableau, Mode Analytics) to inform cross-functional leadership decision-making.
- **Cross-Functional Leadership:** Direct six reports and lead via influence across customer support, logistics, consumer insights, and brand functions; orchestrate recruitment, mentoring, and development of high-performing cross-functional teams.

### **Riot Games (Tencent subsidiary)**

Los Angeles, CA

#### ***Finance Principal, Strategic Finance***

*April 2018 - June 2019*

Tencent-owned subsidiary; provided strategic finance leadership across procure-to-pay, sourcing, contingent workforce, and corporate investment cases.

- **Operational Efficiency:** Reduced corporate SG&A by >10% through development of financial constraints and prioritization of high-value projects.
- **Strategic Sourcing:** Identified process improvement opportunities across the procure-to-pay cycle and established KPI dashboards for the sourcing function.
- **Resource Optimization:** Conducted analysis that drove a contingent workforce overhaul; implemented system consolidation and scalable processes generating significant ROI.
- **Strategic Consulting:** Provided internal consulting and developed business cases for partners on major investments.

### **Rentech, Inc.**

Los Angeles, CA

#### ***Director, Finance***

*April 2016 - April 2018*

#### ***Manager, Corporate Development***

*January 2014 - March 2016*

#### ***Senior Financial Analyst***

*May 2011 - December 2013*

Reported to CFO; quarterly presentations to the public-company Boards of Directors of both Rentech, Inc. and Rentech Nitrogen Partners LP. Three direct reports. Worked closely with Blackstone, which held a large position with board seats and board observer.

- **M&A and Corporate Development:** Built the M&A and corporate development function from scratch; executed 13 M&A and financing transactions over four years that grew consolidated revenues from \$180M to \$550M and supported the company through the \$300M IPO of Rentech Nitrogen Partners LP and a \$150M growth capital raise from Blackstone.
- **Strategic Planning:** Spearheaded the five-year corporate strategy plan and forecast model to guide capital structure and tax planning.
- **Deal Negotiation & Structuring:** Navigated negotiation and closing of key terms including value, structure, exclusivity, and indemnification. Led the strategic logic behind the CVR Partners merger that eliminated single-asset risk for both entities—particularly valuable for manufacturing operations with planned turnarounds and major maintenance cycles.

- **Corporate Governance:** Prepared and delivered presentations to the public-company Boards of Directors of both Rentech, Inc. and Rentech Nitrogen Partners LP on management's strategy and execution plans.

## EARLY CAREER

---

**The World Protection Group:** Finance Associate, Corporate Finance (2009 - 2011) | **JPMorgan:** Investment Banking Analyst (2007 - 2008) | **Bear Stearns & Co. / UBS:** Finance Internships (2005 - 2007)

## TECHNICAL STACK

---

Oracle, Coupa, Bloomberg, BOARD, SQL, Tableau, Mode Analytics, Microsoft/Google Suites, AI tools (Claude, ChatGPT, Gemini)

## EDUCATION

---

**University of Southern California** — B.Sc. in Business Administration (Concentration in corporate finance)