

EXHIBIT 2

Devin, Kelly

3rd

Owner, Commuter at Dynamic Bicycles
 Providence, Rhode Island Area | Sporting Goods

Current: Beerdog LLC, Dynamic Bicycles
 Previous: LaserPerformance, InBev, Labatt USA
 Education: Northeastern University - Graduate School of Business Administration

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500+ connections

www.linkedin.com/pub/devin-kelly/3/b72/34a

Contact Info

Background



Experience

Founder and CMO

Beerdog LLC
 June 2011 – Present (2 years 2 months) | Greater Boston Area



Owner, Commuter

Dynamic Bicycles
 January 2011 – Present (2 years 7 months)



Founded in 2004, Dynamic Bicycles is the world's largest chainless bicycle company with manufacturing facilities in Taiwan and sales and marketing operations based in Bristol, RI USA.

President

LaserPerformance
 May 2008 – May 2010 (2 years 1 month)

President of LaserPerformance.

2 recommendations



David Himmel
 Florida Marketing Leader at PwC

The best manager that I have ever had the pleasure to work for - period. While he was running LaserPerformance, I had the... [View ↓](#)



John McEwing
 Sr. VP Franchise & Business Develop...

"In my 30+ years of management experience, Devin is held as one of the top three strongest leaders I have worked for, Devin... [View ↓](#)

Vice President of Marketing

InBev
 May 2006 – March 2008 (1 year 11 months)

Hold board level position with responsibility for leading over 50 people in the Marketing, Insights, PR, and Sponsorship teams for the United Kingdom and Ireland.

Manage over 20 brands including:
 Stella Artois, the 2nd largest grocery brand in the UK across all categories;
 Tennent's, the largest brand in Scotland with a 40%+ share, and;
 Beck's, the fastest growing brand family among the top ten beer brands in the UK.
 Named to the "Power 100" in 2006 and 2007 as one of the most influential people in marketing within the UK

5 recommendations, including:



Nigel Miller
 VP Human Resources at Coca Cola En...

Devin brings together a ton of competencies in one package. He's a great, strategic marketer with a long track record of... [View ↓](#)



Paul Dillman
 President International

Devin is an experienced, passionate and dedicated marketing professional that brings tremendous value to his organization... [View ↓](#)

[3 more recommendations ↓](#)

Vice President - Global Brands

InBev
 September 2004 – April 2006 (1 year 8 months)

Global Brands Director - New Brands and Beverages

InBev
 February 2004 – September 2004 (8 months)

Director of Marketing and Innovation

InBev
 2001 – 2003 (2 years)

1 recommendation



Eric Larsen
 Director Strategy and Analytics at Hewlett Packard

I had the privilege of working with Devin in support of the 2002 winter olympics in Salt Lake City, Utah.