

Aaron Forum SFC USA (Ret.)

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Proven trailblazer and entrepreneur with a unique blend of experience in startups and military leadership. Founded and served as CEO of a successful physical retail and e-commerce business, scaling operations from inception to ~\$10M in annual revenue at exit. Adept at navigating high-pressure environments, providing strategic consultation, and delivering results under challenging circumstances. A visionary leader with a track record of success in business development, operations management, and media relations.

CAREER ACHIEVEMENTS

- 100k+ customers and 10k+ students trained (2k CCW/CWP)
- Special Forces (18B) Weapons Sergeant Small Arms Instructor
- Special Operations Foreign & Non-Standard Armorer (SOFNAC)
- Instructed 100+ events for GORUCK LLC
- Merlin IED Defeat (TSOAC) United Kingdom
- Survival Evasion Resistance & Escape (SERE) High Risk (Level C)
- Board Treasurer for The Light House, a Colorado-based 501(c)3 serving foster children
- Live explosive disarm, awarded Bronze Star
- Former Top Secret/SCI Clearance
- Selected by US ARMY to appear in GQ Magazine
- Ironman, Senior Leader Course class 006-012
- Rescue of former Afghan interpreter +6, 2021

KEY COMPETENCIES

Case Analysis ▪ Risk Management ▪ Public Speaking/Media Spokesperson ▪ Gun Range & Retail Design ▪ Business Development Operations & Project Management ▪ Team Training & Development ▪ Business & Marketing Strategy ▪ CRMs

PROFESSIONAL EXPERIENCE

Expert Witness & Consultant | Aaron Forum LLC 2022 – Present

- Leverage mastery of firearms safety and operations to provide expert witness testimony and consultation for various legal proceedings, drawing on extensive knowledge of gun range design, gun store design, employee firearms safety protocols and risk management in firearms retail, gun range safety and risk management, high volume live-fire semi-automatic and fully automatic firearms rentals, concealed carry best practices, firearms training safety protocols, self-defense, firearms mechanics of operations, external ballistics, and inherent design flaws
- Deliver concise expert witness testimony in legal proceedings, collaborating with legal counsel to develop effective strategies for presenting that effectively communicate complex concepts related to firearms safety and operations
- Conduct thorough analyses of firearms-related incidents, providing detailed reports and expert opinions to support legal cases
- Utilize extensive experience and expertise to assess firearm and related product design flaws, safety protocols, and operational procedures, offering invaluable insights to legal teams
- Prepare comprehensive documentation and visual aids to support testimony, ensuring clarity and accuracy in conveying technical information to non-expert audiences
- Provide strategic business planning and development consultation to clients seeking to establish or expand their presence in the industry
- Serve as an NRA Chief Range Safety Officer Consultant regarding best practices in range safety protocols, risk management procedures, and emergency response planning to facilitate optimal environments and experiences
- Certified NRA Pistol Instructor, adept at delivering high-quality firearms training courses emphasizing safety, proficiency, and responsible gun ownership principles to students of all skill levels and backgrounds

CEO & Founder | Shoot Center LLC 2014 – 2022

- Developed Shoot Center LLC from inception to operational success, overseeing all aspects of project planning, design, funding, construction, and ongoing management, securing \$5M+ in startup capital from banking institutions and private investors
- Established a driven team of 30+ staff members, fostering a culture of excellence and customer-centric service delivery
- Managed inventory of 1.5k+ SKUs with a total value of \$1.5M+, ensuring optimal stock levels, product variety, and availability
- Catered to the needs of 26k+ customers within the first year of operation, establishing Shoot Center LLC as a premier destination for firearms enthusiasts and achieving ~\$10M in annual revenue in year 5

- Personally instructed 2k+ student customers during the startup phase, instilling trust, confidence, and loyalty in the brand
- Served as the media spokesperson for Shoot Center LLC, participating in 98 local news interviews as a key firearms expert to local media organizations, effectively promoting the company's mission, values, and contributions to the community
- Designated NRA Law Enforcement Instructor from 2015-2020, imparting specialized firearms training to law enforcement

US Army Special Forces | USA JFK Special Warfare Center 2000 – 2014

- Oversaw operational funds and property management, ensuring seamless execution of mission-critical tasks and optimal resource allocation
- Implemented comprehensive risk management protocols, resulting in the successful mitigation of threats and mission integrity during various operational scenarios
- Achieved a 20%+ increase in trainee selection rates during a period of record attrition for Special Forces Assessment and Selection (SFAS)
- Provided guidance and mentorship to aspiring Special Forces candidates, equipping them with the skills, knowledge, and resilience necessary to excel in the selection process
- Planned and directed critical logistics and force-protection construction, managed related indigenous workforce of 100+, providing vital mission support in nonpermissive and semi-nonpermissive environments
- Served as Special Forces Operational Detachment Alpha 1223 Senior Engineer, Counter IED expert, Master Breacher, Master Mountaineer, Static-line Parachute Jumpmaster, operations fund paying agent, and property manager

EDUCATION & CERTIFICATIONS

Certificate Program, Stanford Ignite Graduate School of Business

Special Forces Qualification Course (18C) Green Beret, US Army Special Forces

Special Operations Foreign and Non-Standard Armorers Course (SOFNAC), US Army Special Forces

Merlin Covert Improvised Explosive Device Defeat, Herefordshire, UK

Special Operations Advanced Mountaineering School, US Army Special Forces

Static-line Parachute Jumpmaster, US Army

Special Operations Forces Master Breacher, Tier 1 Group

Infantryman (11B) US Army

2/2+ Indonesian Defense Language Proficiency Test 2006

NRA Chief Range Safety Officer, Current

NRA Pistol Instructor, Current

NRA Law Enforcement Instructor, 2016 – 2021