



BRIAN OLSON

GROWTH CATALYST

KANSAS CITY

A life-long learner, committed to growing as a father, husband, leader – with a background supporting entrepreneurs, Brian is passionate about helping companies grow, strengthening teams, and developing leaders.

At heart, Brian believes growth is best sustained through the overflow of a leader's own **personal development, sharpening, and growth**. The best learning happens through messiness and mistakes, and Brian is excited to share what he's learned from both his mistakes and successes, for the sake of others' growth as an Acumen Growth Catalyst.

"I am passionate about helping brands and businesses grow, and working with people that share common core values."

Entrepreneurial from the start

After earning his MBA, Brian worked for the Missouri Small Business Development Centers and taught the Kauffman FastTrac Entrepreneurial training program – prior to even starting his own first company! The role involved working to support small businesses in the process of market assessment and acquiring financing for expansion. That background in market research, financial planning, networking, and more provided a great foundation for business ownership later in his career.





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Tackling the challenge of business ownership

Brian has owned and led several companies throughout his career, with his longest stint at a marketing company for over 20 years. Over a seven-year stretch, the company grew by 25% year over year and was recognized in Kansas City's Fastest Growing Companies two consecutive years.

Prior to his time in the ownership seat, Brian found he had earned the trust of the marketing company's founder early on due to **his lived-out values, strong work ethic, and client-centered approach**. As he took over the company - and over the next 15 years - he learned an incredible amount about owning a business and leading a team.

So what were those key takeaways?

- **Always be learning. Read books, listen to podcasts, learn from your mistakes.**
- **Invest time in key, genuine relationships.**
- **As a leader, keeping perspective and balance throughout the ups and downs is key.**

After five fruitful years on an Acumen team, Brian is excited to take his gleaned personal and professional learning, trusted relationships, and valuable perspective with him into this next stage of sharing his learning with others while he walks alongside those navigating the unique challenges of business ownership and leadership.

