

# Thomas Larsen

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www.MachinaExEthica.com

## PROFESSIONAL SUMMARY

For over ten years I have worked in sales and marketing positions across multiple markets in both hands-on and managerial capacities. Simultaneously in my personal life, I have been actively engaged in the in-depth study of Philosophy, Ethics, and Ecology. I am seeking to merge and align my professional life with the focus of my ongoing personal studies in order to help produce a viably livable future for current generations and the generations to come.

## EDUCATION

### English Major, Minor in Philosophy Brigham Young University, Provo, UT

- Academic achievement award (Dean's List)
- Member of the Philosophy Club
- Focused on Philosophical and analytical writing including classes in Philosophical Writing, Propaganda, Applied Ethics, Formal Logic, Literary Criticism, and Rhetoric.
- BYU folk music ensemble – Multi-Instrumentalist

## EXPERIENCE

### Owner, Writer, Editor MachinaExEthica, Wichita, KS

January 2023 – Present

- Research topics from AI ethics and economics to the effects of Utopian and Dystopian literature on society.
- Write articles, short fiction, and narrative non-fiction as well as other content for the blog at [www.machinaexethica.com](http://www.machinaexethica.com).
- Host a monthly book/discussion club on issues in philosophy, ethics, technology, ecology, and economy, designed to engage a diverse group of individuals from across the political spectrum within the continental US.
- Curate monthly media list based on an academic article and its practical application in the real world (this list can include books, other articles, movies, TV shows, YouTube videos, and more).
- Design, and Print T-shirts designed to ignite conversations on topics of societal importance.

### National Accounts Manager Certus – formerly American Safety Council, DBA StateFoodSafety, Orlando, FL

April, 2020 – Present

- Represent the food safety sales team and our clients at our internal management council to guarantee the company's broader strategic initiatives are led by client needs.
- Assist sales representatives in maintaining priorities throughout the acquisition process in order to help avoid scope creep and achieve the goals of both our clients and Certus.
- Secure client retention for top ten B2B clients through expert service, timely correction of issues, and proactive analysis of industry trends and needs.
- Maintain and grow channel partnerships.
- Maintain pipeline of more than \$4 million in annual revenue.
- Guide sales representatives through contract negotiation processes to secure mutually beneficial, enduring relationships with clients.
- Oversee Regulatory communication strategy.

**Accounts Team Coordinator****July, 2018 – April, 2020****AboveTraining Inc., DBA StateFoodSafety, Orem, UT**

- Oversee all B2B sales efforts.
- Plan and assist in the implementation of B2B marketing campaigns.
- Advocate for clients in the visualization and development of new products.
- Work directly with regulators to promote fair and ethical implementation of food safety rules and regulations.
- Act as liaison between technology teams and sales team.
- Act as authority and moderator in client relation-repair situations.

**Senior Account Representative****November, 2016 – July, 2018****AboveTraining Inc., DBA StateFoodSafety, Orem, UT**

- Facilitate development of custom food safety training solutions that enable cooperation between major corporate accounts and regulatory agencies.
- Contract writing and negotiation.
- Write and edit blog posts, customer-facing materials, and website copy.
- Assist the product development team as advocate for major clients during the research and development of new products.

**Account Representative****January, 2016 – November, 2016****AboveTraining Inc., DBA StateFoodSafety, Orem, UT**

- Execute and maintain corporate and regulatory contracts providing unique food safety SAAS solutions.
- Write and edit blog posts, customer-facing marketing materials, and website copy.

**Content Marketer****May, 2015 – January, 2016****AboveTraining Inc., DBA StateFoodSafety, Orem, UT**

- Write and edit content and assist in design for blog posts, web pages, flyers, pamphlets, ads, tutorials, and more.
- Assist the marketing team lead with organizational maintenance.
- Ensure internal and external documents comply with the style guide.

**Corporate Accounts Sales Representative****January, 2014 – May 2015****Guitar Center, Salt Lake City, UT**

- Seek out businesses and organizations needing musical instruments and pro-sound equipment.
- Maintain relationships with decision makers and active promoters.
- Create repeat customers through excellent service and matching of products to client needs.

**Guitar Floor Sales Representative****February, 2012 – January, 2014****Guitar Center, Covina, CA**

- Sell Musical instruments and accessories to walk-in clients.

**SKILLS**

| Creative Writing | Holistic Problem Solving | Active Project Management | Communication | Relationships | Hypothesis-Generating Research | Simplified Synthesis of Complex Concepts |

| Microsoft Office 365 | Adobe Suite (Ai, In, Ps) | Google Suite | Generative AI Prompt Writing | Project Management Tools (Monday, Asana,) | CRM (Hubspot, Salesforce) | Google Ads |

## LANGUAGES

English – *Native* | Spanish – *Conversational* | Slovak – *Functional* | German – *Beginner*

## VOLUNTEER WORK

### **Andover Public Library**

**June 2023 - Present**

- Help organize, advertise, set up, and run weekly activities associated with the library's art gallery.
- Help write and edit grant proposals.
- Help with the design and execution of the community garden.
- Help with other events as needed

### **Conference for Food Protection (CFP) Allergens Committee**

**2018 – Present**

- Helped research, debate, write, submit and successfully publish updates to the 2022 FDA model food code.

### **ANSI-CFP CFPM Standing Committee**

**2016 – Present**

- Help maintain and as needed revise standards for active managerial control within the US FDA model food code.

### **LDS Missionary**

**2009 – 2011**

- Planned and executed teaching, training, and service events, which led to a large increase in my public speaking and interpersonal communication skills, as well as my ability to overcome adversity.
- Helped communities in southern Ohio impacted by the 2008 recession through coordination of volunteer labor.

## PUBLICATIONS & PUBLIC PRESENTATIONS

- A 360° Review for Food Safety Training- Perspectives From Trainers and Business Owners April 13<sup>th</sup>, 2022
- The Chaffey Review Fall 2011