



Jeffrey M. Olson

Bearing Advisors | Assistant Vice President, Business Development

Areas of Expertise

- **Strategic Business Development.** With over 30 years in the sales industry, Mr. Olson possesses a demonstrated ability to identify and capitalize on market opportunities, increase organizational growth, and establish impactful partnerships across both regulated and unregulated sectors. Mr. Olson has consistently driven revenue expansion through executive-level engagement and long-term strategic planning in the U.S. and Canadian markets.
- **Sales Leadership and Lifecycle Management.** Mr. Olson brings extensive experience managing the entire sales lifecycle—from lead generation and pipeline development to closing and account management. Mr. Olson has led high-performing sales teams, surpassing performance targets and building a strong culture of accountability and results.
- **Market Penetration and Expansion.** Mr. Olson has successfully opened and developed new markets, particularly within the municipal and utility sectors. His ability to tailor go-to-market strategies to diverse geographic and industry landscapes has enabled organizations to gain competitive advantage and scale rapidly.
- **Contract Negotiation and Client Relations.** Mr. Olson is adept at negotiating complex contracts with senior decision-makers and cultivating long-term client relationships. His consultative approach allows Mr. Olson to communicate technical and operational solutions in business terms that resonate with stakeholders and drive action.
- **Product and Brand Strategy.** Mr. Olson has led successful product launches and marketing initiatives that align with client needs and industry trends. By overseeing campaign development, sales collateral, and branding strategies, Mr. Olson has helped position companies as market leaders and trusted partners.

Professional Experience

- **Bearing Advisors, LLC,** Assistant Vice President, Business Development, 2025-present
- **HomeServe USA,** General Manager/Senior Director, Business Development, 2010-2024
- **Utility Service Partners,** Regional Director, Business Development, 2012-2014
- **Metron-Farnier, LLC,** Executive Vice President, 1994-2010

Professional Licenses and Services, Awards, Recognition, and Certifications

- Certified Flight Instructor (CFI, CFII and MEI)
- Mastering Business Development Incorporated (MBDI) Certified

Education

- Bachelor of Arts, Economics, University of Colorado