



GOTTALIFE

BUSINESS SOLUTIONS

A LEADERSHIP COMPANY

PEOPLE | STRATEGY | STRUCTURE | OPPORTUNITY | LASTING IMPACT

CONFIDENTIAL EXECUTIVE BOARD PRESENTATION

WHEN LEADERSHIP IS INTERRUPTED, BUSINESS MUST NOT BE.

INTERIM CEO | CRISIS LEADERSHIP | CORPORATE TRANSITION

An executive appointment for the moments that define a company's future.

THE BOARD'S IMMEDIATE CHALLENGE

The unexpected death or serious illness of a chief executive, the removal of senior management, or an urgent loss of confidence can destabilize an otherwise viable business. Decisions cannot wait for a lengthy recruitment process. Employees need direction; lenders, investors and customers need credible communication; the board needs a leader who can act within a clear mandate.

DR. KENNY RUSSELL • FOUNDER, GOTTALIFE BUSINESS SOLUTIONS

International entrepreneurial leadership | Gottalife established in 1998

WWW.GOTTALIFE.NET

A leader shaped by real-world execution

Commercial judgment across industries, technologies and international markets



DR. KENNY RUSSELL

RESTRUCTURING & RECOVERY

Company-published experience includes restructuring work, restoring commercial performance and rescuing major contracts.

INTERNATIONAL NEGOTIATIONS

His founder profile describes a \$24 million telecommunications transaction and the later sale of his telecommunications company.

TECHNOLOGY & BROADCASTING

Experience described in digital television, content storage, multi-screen media systems and broadcast operations.

CROSS-SECTOR PERSPECTIVE

Work spanning automotive emergency parts, UK logistics, telecommunications, media, production and international business development.

WHY THIS MATTERS IN A TRANSITION

A crisis leader must assess unfamiliar situations rapidly, distinguish essential decisions from distractions, communicate with confidence and bring specialist advisers into a coordinated plan. Gottalife's cross-sector history provides a relevant foundation for such assignments, subject to the board's assessment of fit and the company's specific needs.

Stability first. Momentum next.

A disciplined executive response when the normal succession plan no longer works

SUDDEN LOSS OR INCAPACITY

Immediate leadership continuity following death, serious illness or the unexpected absence of a founder or CEO.

EXECUTIVE REMOVAL

Board-directed leadership change following performance failure, loss of confidence or allegations requiring independent investigation.

OPERATIONAL DISTRESS

Coordinating cash visibility, decision rights, supplier relationships, customer retention and critical business commitments.

OWNERSHIP & STRATEGIC TRANSITION

Maintaining operational confidence while the board evaluates succession, restructuring, investment or a potential sale.

FIRST 10 DAYS — ESTABLISH CONTROL

Confirm the board mandate and delegated authority; meet key executives; assess cash, contracts, people and operational dependencies; map urgent risks; establish a single reporting cadence; and prepare a credible communication plan for staff and essential stakeholders.

DAYS 11-30 — RESTORE DIRECTION

Set a short list of measurable priorities, assign executive accountability, stabilize delivery and customer relationships, coordinate legal and financial professionals as needed, and establish a board-approved transition roadmap with decision milestones.

BEYOND 30 DAYS — BUILD THE HANDOVER

Deliver agreed operational changes while supporting permanent leadership recruitment, management restructuring, capital or transaction planning when authorized, and an orderly transfer of responsibilities. The goal is not to prolong the interim period but to leave a stronger and clearer organization.

PRINCIPLE: DECISIVE MANAGEMENT WITH DOCUMENTED BOARD OVERSIGHT.

From management responsibility to commercial outcome

Selected Gottalife project: Tarheel Tour, United States

THE ASSIGNMENT

Gottalife's published business development case study describes taking responsibility for management and development of the Tarheel Tour, with the objective of growing the business and broadening its media presence over two seasons.

OPERATING RESPONSIBILITY

Full project management and business development, with an integrated operational and promotional approach.

DIGITAL INFRASTRUCTURE

In-house website development; the published account cites more than 8,000 hours of design and development work.

MEDIA EXPANSION

Creation and launch of Tarheel Tour Radio, alongside professional photography and broader media positioning.

EXIT OUTCOME

Gottalife reports substantial growth in awareness and a subsequent sale to Egolf Professional Tour.

THE RELEVANCE FOR A BOARD

This example connects three disciplines that are often separated in a crisis: operational leadership, public-facing communication and commercial transition. The lesson is not that every company follows the same path; it is that management action must serve a coherent enterprise objective, from stabilization to the next ownership or leadership stage.

BROADER PROFESSIONAL BACKGROUND

Gottalife's founder biography describes entrepreneurial involvement in automotive supply, national distribution logistics, telecommunications, broadcasting and emerging digital media. It also reports large-scale international employment across multiple ventures. These are company-published historical accounts, available for the board's own due diligence.

SOURCE MATERIAL: gottalife.net/about/founder | gottalife.net/our-work/business-development

An executive mandate built on trust and accountability

Clear authority, disciplined reporting and protection of enterprise value

DEFINED APPOINTMENT

Interim CEO or executive transition role, formally approved with written delegated powers, objectives and decision boundaries.

BOARD REPORTING

Regular, concise updates on cash, operations, risks, people, milestones and matters requiring board authorization.

STAKEHOLDER CONFIDENCE

Measured communication with employees, customers, lenders, owners and other parties, coordinated with the board.

SPECIALIST COORDINATION

Legal, tax, audit, valuation and regulated transaction work directed to appropriately qualified advisers.

A PROFESSIONAL BRIDGE — NOT A PERMANENT DEPENDENCY

The appointment is designed to preserve continuity while a company decides what comes next. It may involve succession planning, recruitment, structural reorganization, market development or board-authorized corporate transactions. Every phase should have defined deliverables and an exit or handover pathway.

WHAT MAKES THE ENGAGEMENT DIFFERENT

Dr. Russell's offering combines founder-level ownership thinking with an operational, communications and business-development perspective. Rather than producing recommendations and stepping away, the proposed role is to accept agreed executive responsibility, organize execution and remain answerable to the board throughout the transition.

A CONFIDENTIAL FIRST CONVERSATION

The starting point is a private discussion with the owner, chair or authorized board representative to understand the leadership gap, urgent risks, legal and governance constraints, desired transition outcome and appropriate appointment structure.

WHEN LEADERSHIP CANNOT WAIT.

Author. Broadcaster. Bible teacher. Founder.

The discipline of communicating conviction and building organizations around purpose

A SECOND DIMENSION OF LEADERSHIP

Dr. Kenny Russell's executive perspective is informed not only by commercial activity but by decades of authorship, public communication, teaching and international organizational leadership. He is the founding director of Gottalife Ministries International and the founder of BulldozerFaith, an international teaching and outreach initiative with a mission to train, equip and send people into communities and nations.

AUTHORSHIP — COMPLEX IDEAS MADE ACCESSIBLE

As an author of numerous books and study resources, Dr. Russell develops long-form messages that require research, clear structure, disciplined editing and a sustained understanding of the reader. Published and offered titles include *I Am a Witness — The Search Is Over*, *Strong Enough: The Unstoppable Believer*, *What If the Mountains Don't Move?*, *Before You Take Off*, and *Reasons to Consider Yeshua of Nazareth as the Coming Messiah*. This body of work demonstrates a capacity to articulate difficult subjects with clarity and purpose.

TEACHING — CLARITY UNDER PRESSURE

His work as a Bible teacher places a premium on close reading, explaining complex material, addressing difficult questions and helping people move from information to informed action. In a boardroom, the transferable capability is disciplined communication: listening carefully, making the underlying issue understandable, communicating priorities and building confidence without disguising uncomfortable realities.

INTERNATIONAL OUTREACH — LEADERSHIP ACROSS CULTURES

Through Gottalife Ministries and BulldozerFaith, Dr. Russell has led teaching, broadcasting, discipleship and outreach initiatives serving audiences beyond national boundaries. The ministry describes its work as training and equipping people for outreach and publishes teachings through video, audio, written resources and community initiatives. Leading such work calls for consistent messaging, distributed coordination, volunteer engagement and sensitivity to different cultures and communities.

Leadership is more than a title.

Combining commercial execution with communication, values and organizational stewardship

THE FOUNDER'S MINDSET

Gottalife was established in 1998. Its published history describes involvement in corporate restructuring, telecommunications, logistics, broadcasting, international business development and operational recovery. Dr. Russell has worked in environments where decisions affect employees, customers, partners, capital and reputation. His proposed role in a transition is to bring founder-level responsibility into a time-limited, board-accountable mandate.

THE COMMUNICATOR'S DISCIPLINE

A sudden CEO loss or executive dismissal creates a vacuum of information as well as authority. Employees want direction, customers need reassurance and owners need a truthful assessment of risk. Years spent as an author, broadcaster, international speaker and Scripture teacher have made communication a central part of Dr. Russell's professional identity. His approach emphasizes clear explanations, coherent priorities and personal accountability.

THE VALUES-LED APPROACH

His faith and ministry work are a visible part of his background. They inform his emphasis on service, integrity, stewardship and respect for people. Gottalife Business Solutions, however, serves the commercial interests of its clients under the authority of their boards, respecting each organization's beliefs, workforce and corporate culture. Personal conviction is presented as a source of character, not as a substitute for financial, legal or operational expertise.

THE BOARD-LEVEL ADVANTAGE

For a business navigating illness, bereavement, unexpected succession, alleged executive negligence or a strategic reset, Dr. Russell offers a combination of entrepreneurial judgment, organizational experience, public-facing communication and mission-led team development. The objective is to protect continuity, restore an accountable decision-making structure and leave the business stronger and prepared for permanent leadership.

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