

EXECUTIVE CAREER BRAND

# Wilson Pun

---

Business Builder · Growth Strategist · Business Development Executive

Building organizations, opening new markets, and turning strategy into execution — across water treatment, technology, healthcare, consulting, and hospitality.

---

[punwilson7@gmail.com](mailto:punwilson7@gmail.com)   [linkedin.com/in/wilson-pun](https://www.linkedin.com/in/wilson-pun)   [Location — verify]   [Phone — verify]

# A leader who builds, grows, and executes

---

Entrepreneurial business development and growth executive who builds companies, opens new markets, and forges the strategic partnerships that drive revenue. I pair consultative sales leadership with hands-on operational execution, and I deploy technology and AI to accelerate pipeline, automate proposals, and scale customer acquisition. I am equally effective launching ventures from the ground up and leading large, cross-functional teams through high-stakes, high-visibility operations — and I bring the same standard to every industry I enter.

*“Someone who knows how to build organizations, grow revenue, solve problems, and execute.”*

## POSITIONED AS

**Business Builder**

**Growth Strategist**

**Business Development Executive**

**Strategic Partnerships Leader**

**Operations Leader**

**Entrepreneur**

**AI-Enabled Business Leader**

---

*Ready to build what's next.*

# The differentiators I bring to the table

---

**01**  
Business Building

**02**  
Market Expansion

**03**  
Revenue Growth

**04**  
Strategic Partnerships

**05**  
AI & Business Automation

**06**  
Customer Experience

**07**  
Operational Leadership

**08**  
Executive Communication

**09**  
Business Strategy

**10**  
Entrepreneurship

**11**  
Technology Adoption

**12**  
Growth Leadership

# Proof of building, growing, and leading

**18+**

Years leading hospitality operations & teams

**5+**

Ventures & territories built or launched

**1**

AI-powered sales system designed end-to-end

**Citywide**

Emergency program directed under scrutiny

- Built multiple businesses from the ground up across the water treatment and services sectors.
- Designed AI-enabled business systems — CRM, sales assistant, and automated proposals — that scale sales operations.
- Structured strategic partnerships spanning financing, installation, and channel relationships.
- Launched and developed new sales territories, generating revenue in previously untapped markets.
- Directed large-scale emergency operations and cross-functional teams for a high-profile municipal program.
- Created repeatable, scalable sales processes that drive consistent, predictable revenue growth.

# One arc: from operator to business builder

---

01

## Hospitality Operations

18+ years leading people, service, and daily operations — the foundation of everything that followed.

02

## Consultative Field Sales

Verizon, Google Fiber, AquaLife — mastered needs-based selling, retention, and territory growth.

03

## Entrepreneurship

Founded NY Water Solutions and Blue Tap — built companies, brands, and go-to-market engines from zero.

04

## Executive & Program Leadership

NYC Health + Hospitals and BlueCreek Advisors — led large teams and advised on growth and strategy.

05

## AI-Enabled Growth

Now pairing business building with AI and automation to accelerate pipeline and scale operations.

*Every role compounded the last — building expertise in business development, leadership, operations, sales, customer experience, technology, AI, partnerships, and revenue growth.*

# Blue Tap Water Solutions

---

## Founder & Principal · Authorized Independent Kinetico Dealer

*Built an authorized Kinetico dealership from the ground up — brand, technology, go-to-market, and operations — into a revenue-generating business.*

- Launched the business end-to-end and established it as an authorized independent Kinetico dealer.
- Built automated proposal generation to accelerate quote turnaround and lift close rates.
- Established financing partnerships and a vetted installer network for seamless end-to-end projects.
- Drove customer acquisition and repeatable revenue through a scalable, technology-enabled sales process.
- Designed and deployed an AI-powered CRM and AI sales assistant that automate lead capture, follow-up, and communication.
- Developed the full go-to-market engine — website, marketing strategy, and lead-generation systems.
- Owned the complete sales process and customer experience, from acquisition through installation.
- Ran day-to-day business operations and strategy as owner-operator.

# Ventures built and territories opened

## NY Water Solutions

### Founder & Owner

- Founded and grew a residential water treatment business selling RainSoft systems.
- Sold through in-home, consultative, education-first customer engagements.
- Built a referral-driven pipeline on trust and a strong customer experience.
- Managed the full lifecycle — consultation, installation, retention, and business operations.

## AquaLife

### Sales Executive & Territory Developer

- Opened and developed a brand-new sales territory from zero.
- Built market presence and generated new business in an untapped market.
- Sold premium water treatment systems through consultative, needs-based selling.
- Exceeded sales goals while building long-term relationships and repeat business.

# Consistent results in competitive markets

---

## Verizon

### Sales Representative, Fios

- Consistently exceeded sales targets selling Verizon Fios solutions.
- Won on honest, consultative selling rather than pressure.
- Built durable customer relationships and strong retention.
- Recognized as a high performer for reliability and results.

## Google Fiber

### Residential Sales Representative

- Drove residential customer acquisition across an assigned territory.
- Developed territory and pipeline through consultative field sales.
- Engaged the community to build awareness and demand.
- Converted prospects with a needs-first, education-led approach.

# New York City Health + Hospitals

## Deputy Director, HERRC Program · Emergency Operations

*Executive-level operational leadership of a high-profile, citywide humanitarian response — proof of the ability to lead large teams, coordinate across agencies, and deliver under intense public scrutiny.*

- Directed emergency operations for a high-profile, citywide humanitarian response program.
- Led large, cross-functional teams and coordinated multi-agency operations end-to-end.
- Served as a key point of executive stakeholder and government communication.
- Translated operational realities on the ground into clear leadership decisions.
- Owned daily operational management and program leadership across the response.
- Managed crisis conditions and rapid decision-making under public and media scrutiny.

# BlueCreek Advisors

---

## Business Development & Growth Consultant

*Advised founders and small businesses on how to grow, tighten operations, and become investment-ready.*

- Advised founders and owners on growth strategy and market expansion.
- Identified and implemented operational improvements to strengthen the business.
- Structured strategic partnerships to open new channels and revenue.
- Prepared companies for investor readiness and capital conversations.
- Guided business transformation initiatives from strategy through execution.
- Acted as an outside growth partner across multiple industries and stages.

# Hospitality Operations & Leadership

*Nearly two decades leading hospitality operations built the operational and people-leadership foundation behind everything that followed — the discipline of running a business, developing teams, and delivering an exceptional customer experience every day.*

|                     |                   |                      |                   |
|---------------------|-------------------|----------------------|-------------------|
| Leadership          | People Management | Hiring & Training    | Scheduling        |
| Customer Experience | Operations        | Inventory Management | Vendor Management |
| Conflict Resolution | Revenue Growth    | Service Excellence   | Team Development  |

*This experience laid the foundation for later success in business development and entrepreneurship.*

# Using technology to grow the business

*I don't just use tools — I use them to acquire customers, automate work, and scale operations.*

**01**

## AI & Automation

ChatGPT · Copilot · Claude · Perplexity · Replit

*Automates lead capture, follow-up, proposals, and content — accelerating the sales cycle.*

**02**

## CRM & Sales

Salesforce · CRM platforms · AI-powered sales assistant · proposal automation

*Builds pipeline visibility and a repeatable, scalable sales process.*

**03**

## Productivity & Delivery

Microsoft Office · Google Workspace · project management platforms

*Runs operations, coordinates teams, and keeps execution on track.*

Result: technology and AI that reduce manual work, sharpen decisions, and let a lean operation perform like a much larger one.

## EDUCATION & CREDENTIALS

# Bachelor of Arts, Economics

State University of New York at Stony Brook

---

## Certifications

Certified ScrumMaster (CSM)

AWS Certified Cloud Practitioner

*“Builds organizations, grows revenue, solves problems, and executes.”*

---

## LET'S CONNECT

**punwilson7@gmail.com**   [linkedin.com/in/wilson-pun](https://www.linkedin.com/in/wilson-pun)

[Location — verify]   [Phone — verify]