

Michael R Garsow

Business Preparation & AI Strategy Advisor

Appleton, WI

michael@michaelgarsow.com

michaelgarsow.com

linkedin.com/in/michaelgarsow

EXECUTIVE PROFILE

Assesses the operations, financials and systems of privately held businesses, then builds and implements solutions that make them more valuable and easier to run. Background includes 7.5 years in business brokerage, six years as COO of a regional M&A firm during a four-year period in which revenue increased 325%, and co-founding WebAura, grown to 350+ clients.

\$1.6B

CAREER SALES AS OF 2026

1,000+

HANDS-ON AI DEVELOPMENT HOURS

15

YEARS IN BUSINESS AND
TECHNOLOGY TRANSITION

CORE EXPERTISE

- ◆ Sale Preparation
- ◆ AI Strategy
- ◆ Operations Leadership
- ◆ Process Improvement
- ◆ Workflow Automation
- ◆ M&A Advisory
- ◆ Organizational Design
- ◆ Business Transformation

PROFESSIONAL EXPERIENCE

MichaelGarsow LLC — *Principal, Business Preparation & AI Strategy*

Oct 2025 – Present

Independent advisory | Brokerage conducted separately through eXp Commercial

- Prepare businesses for a future sale: document processes, reduce owner dependency, and clarify financials.
- Implement practical AI, workflow automation, and sales and CRM systems.

eXp Commercial — *Business Intermediary — Business Brokerage Division*

2025 – Present

Real estate salesperson licensed in Wisconsin, Minnesota, and Florida | Serving clients nationally

- Advise owners through confidential Main Street and lower middle-market business sales, from valuation and positioning through negotiation and closing.
- Review financials, deal structure, buyer risk, and financing; coordinate buyers, attorneys, accountants, and lenders through closing.

Creative Business Services / CBS-Global — *Chief Operating Officer*

Jul 2019 – Aug 2025

Regional merger & acquisition firm

- Rebuilt core sales, administrative, and transaction workflows across a 43-year-old M&A firm.
- Led that operating rebuild during a four-year period in which company revenue increased 325%.
- Clarified roles and handoffs between sales, administration, transaction support, and client service.
- Coached business intermediaries on sales process, business development, and operating discipline.

Founder / Product & Operating Lead

Designed and directed from business model to launch: pricing, roles, workflows, governance, and testing.

OPERATING APPROACH

Start with the business problem. Map the current workflow. Use AI only where it materially improves margin, capacity, speed, or capability; then define ownership, safeguards, and success measures before building.

MichaelGarsow.com Content, inquiries, approvals, and analytics for this practice.

Deal Pros Deal tracking and workflows for transaction firms.

Agent Lead Exchange Referral marketplace for real-estate professionals.

Safe Search AI Governed AI with privacy boundaries.

Local Music Live Marketplace for events, artists, and venues.

EARLIER EXPERIENCE

Confidential — *Business Development & Web Services* 2014 – 2019
Wisconsin, United States

- Led a team that secured \$1.2 billion in new off-take agreements, part of \$1.6 billion in career sales as of 2026.
- Built e-commerce sales channels, helped develop new products and profit projections, and expanded wholesale and direct customer relationships.

WebAura LLC — *Co-Founder & Chief Executive Officer* 2013 – 2019
Green Bay, Wisconsin

- Co-founded the company and handled sales, marketing, client service, administration, legal, and accounting until support staff were added.
- Grew WebAura to 350+ clients and created a website leasing model that increased client retention 54%.

Media & B2B / B2C Sales — *Sales & Business Development* 2003 – 2013
Wisconsin

- Ten years of B2B/B2C media and product sales with Nexstar Media Group, Cumulus Media, Shop Local, Private Label Coffee, and Vector Marketing.

EDUCATION & CREDENTIALS

Bachelor of Business Administration (BBA) — *Rasmussen University* 2022 – 2025

Associate Degree, Hotel & Restaurant Management — *Northeast Wisconsin Technical College* 2008 – 2010

Real estate salesperson licenses: Wisconsin, Minnesota, and Florida · Member, IBBA

Author, *Blueprint to Success* (business brokerage and M&A advisory practice guide)