



Reid Yeoman · 3rd 

CFO / COO at Denim.LA (DBA - Digital Brands Group)

Austin, Texas Metropolitan Area · 500+ connections ·

[Contact info](#)



Digital Brands Group



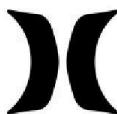
UCLA Anderson Sch
Management

Experience



CFO / COO

Digital Brands Group · Full-time
Oct 2019 – Present · 1 yr 2 mos
Austin, Texas Metropolitan Area



CFO at Hurley

Hurley
Dec 2017 – Sep 2019 · 1 yr 10 mos
Orange County, California Area



Nike

2 yrs 7 mos



Finance Director - Strategic Investments

Sep 2016 – Dec 2017 · 1 yr 4 mos
Beaverton, Oregon



Finance Manager - Global Business Planning

Jun 2015 – Sep 2016 · 1 yr 4 mos
Beaverton, Oregon

**Qualcomm | Qualcomm Technology Licensing (QTL)**

4 yrs

**Staff Financial Analyst**

Oct 2014 – Jun 2015 · 9 mos

**Business Process Analyst Staff**

Apr 2013 – Oct 2014 · 1 yr 7 mos

[Show 1 more role ▾](#)**Senior Analyst**

University of California at San Diego

Mar 2008 – Jul 2011 · 3 yrs 5 mos

Greater San Diego Area

[Show 1 more experience ▾](#)

Education

**UCLA Anderson School of Management**

Master of Business Administration (MBA), International Business Strategy

2010 – 2013

Activities and Societies: Management Consulting Association & Marketing Association

Honors: Finalist, 2012 Net Impact Consulting Challenge

**University of California, Santa Barbara**

BA, Law & Society

2000 – 2004

Honors: Dean's List Honors (02 - 04)

Licenses & certifications

Pragmatic Marketing Certification (PMC)

Pragmatic Marketing

Issued Dec 2012 · No Expiration Date

Project Management Professional (PMP)

Project Management Institute

Issued Apr 2012 · No Expiration Date



