

# JUSTIN HIGHTOWER

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## EXECUTIVE SUMMARY

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Sales executive who built an Investment firm from zero revenue to \$210M annually, scaling to a 75-person national team while personally closing \$80M+ and growing market share from under 1% to 6%. Built every revenue-facing function from scratch — hiring, training, compliance, client retention — and remained the company's top producer every year for a decade. Now applying that same builder mentality to technology ventures and AI consulting, seeking senior leadership roles where sales infrastructure expertise, team scaling, and revenue accountability intersect.

## CORE COMPETENCIES

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Revenue Growth & P&L Ownership • National Sales Team Leadership • High-Ticket Consultative Sales  
Sales Infrastructure & Process Design • Compliance & Risk Management • Client Retention Strategy  
CRM & Pipeline Management • Training Program Development • Strategic Partnerships

## PROFESSIONAL EXPERIENCE

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### Vice President of Sales | Priority Gold — Beverly Hills, CA 2016 – 2026

First hire. Built every layer of the sales organization—recruiting, training, compensation, market strategy, process—while carrying the largest personal book in the company.

- **Revenue Growth:** Scaled annual revenue from \$0 to \$210M over a 10-year tenure, achieving a 48% CAGR over the final five years (\$30M → \$210M) and generating \$400M+ in cumulative revenue.
- **Team Building:** Recruited, trained, and managed a team of 75 brokers across junior and senior roles, building a structured training program that reduced ramp time and improved per-rep productivity.
- **Individual Production:** Personally closed \$80M+ in career sales, consistently ranking as the company's top producer while simultaneously managing the entire national sales operation.
- **Market Expansion:** Grew company market share from under 1% to 6% between 2023–2025 through disciplined sales strategy, competitive positioning, and operational improvements.
- **Compliance Leadership:** Built and led a compliance department that audited recorded calls, reviewed trade documentation, conducted ongoing rep training, and enforced corrective action — ensuring regulatory alignment across all transactions.
- **Client Retention:** Created a dedicated client retention department to handle escalations, resolve complaints, and protect long-term client relationships — reducing churn and strengthening lifetime value.
- **Sales Infrastructure:** Designed the company's CRM workflows, pipeline management processes, and reporting dashboards to support data-driven sales decisions at scale.

### Sr. Precious Metals Advisor | Fortress Gold Group — Los Angeles, CA 2012 – 2016

Individual contributor role focused on high-ticket precious metals sales. Quickly became the firm's top performer and earned consecutive industry awards.

- **Revenue:** Generated \$18M+ in personal sales revenue across a four-year tenure through consultative, relationship-driven selling to high-net-worth clients.
- **Recognition:** Awarded Salesman of the Year in 2014 and 2015 — recognized as the firm's top-producing advisor both years.
- **Expertise:** Developed deep product expertise in gold, silver, platinum, and palladium markets, advising clients on portfolio diversification and inflation hedging strategies.

### Jr. Account Executive | Birch Gold Group — Los Angeles, CA 2011 – 2012

Entry into the precious metals industry. Focused on outbound prospecting and building an initial client book.

- **Pipeline Development:** Built outbound sales pipeline from scratch through cold calling, lead follow-up, and relationship nurturing in a highly competitive market.
- **Industry Foundation:** Gained foundational knowledge of precious metals markets, IRA custodian processes, and consultative sales methodology.

## **Project Team Manager** | Epsilon Systems Solutions — San Diego, CA 2009 – 2011

Led cross-functional project teams on Department of Defense naval contracts, working alongside the U.S. Navy, General Dynamics NASSCO, Raytheon, and Lockheed Martin.

- **Project Delivery:** Owned budgets, timelines, and deliverables across multiple simultaneous DoD contracts, ensuring on-time and on-spec completion.
- **Cross-Functional Leadership:** Managed teams spanning multiple defense contractors and military stakeholders, coordinating workstreams across organizational boundaries.
- **Client Relations:** Served as the primary liaison for contract compliance, milestone reporting, and performance reviews with military and defense partners.

## **Structural & Hydraulic Systems QA** | United States Navy 2004 – 2008

Active-duty service focused on aircraft maintenance quality assurance aboard naval aviation squadrons.

- **QA Operations:** Performed quality assurance inspections on structural and hydraulic systems for naval aircraft, ensuring airworthiness and mission readiness.
- **Documentation:** Maintained detailed inspection logs and compliance documentation in a zero-defect maintenance environment.

## **VENTURES & ADVISORY**

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### **Founder** | [USCoinGuide.com](https://USCoinGuide.com) 2025 – Present

Built a data-driven pricing and valuation platform for the precious metals industry — a "Kelley Blue Book" that brings pricing transparency to a market that historically lacks it.

### **AI Business Consultant** | Emerald Key AI (Contract-Based) 2025 – Present

Contract-based consulting partnership helping mid-size businesses identify, implement, and operationalize AI tools to improve efficiency, reduce cost, and unlock new revenue channels.

## **EDUCATION**

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### **Bachelor of Science, Business Management**

University of Phoenix

Husband & Father | U.S. Navy Veteran | Parish Volunteer