



Connect

Message



Greg Appelhof · 2nd

CEO at AirSelfie, Inc.

Minneapolis, Minnesota, United States · 500+ connections ·

[Contact info](#)



AirSelfie, Inc.



University of Minnesc

Highlights



1 mutual connection

You and Greg both know Oliver Feuerhahn

Reach out to Greg for...

Probono consulting and volunteering.

[Message Greg](#)

About

Entrepreneurial, Senior Executive with over 20 years of experience leading emerging consumer technology comp. brand and sales strategies including capital raise, organizational development, and growth plans as CEO, President Sales and Marketing.

Consistent track record of discovering, developing and driving new business opportunities for manufacturers and in consumer product goods industry. Executed strategies across multiple product categories including consumer products, computing, console and PC gaming, display technologies, smartphone accessories, health and fitness wearables, 3D printing and app based hardware.

Skills:

- Retail & Brand Strategy
- Business Development
- Omni-channel Marketing
- Senior Executive Recruiting
- Retail Contract Negotiation - Apple, Best Buy, Target, Amazon, AT&T, Verizon
- Global Channel Expansion

Founder of SPRING - Strategic Planning & Retail Innovation Group, a marketing and sales consultancy with offices in Minneapolis and San Francisco.

Founder of Netwerkx, a installation management platform for retail and healthcare technology solutions company in Minneapolis.

Board & Advisory Positions

- Evermind - evermind.us
- Splitscnd - splitscnd.com

Community Activities:

- Pacer Center Foundation – Corporate Committee
- Starkey Hearing Foundation – Mission Sponsor

Featured

See all <



Accelerating Brands to Retail - Smart Fabrics & Wearables 2015 - San Francisco

A short version of the presentation made by Greg Appelhof, Scott Wallace and Bob...



RetailGroup | Marketing & Sales
SPRING

The Retail Group builds, launches and grows brands. We make ideas into brands, provide...

Netw
Tech
conc

Activity

3,206 followers



Mark- look forward to reading. Congratulations that is not a small task....

Greg shared this
1 Reaction • 1 Comment



Congratulations Chad to you and entire team!

Greg commented



Great Read - One of the downsides of Covid - casual connections and...

Greg shared this
1 Reaction • 1 Comment



scott - i am working with a solid network of manufacturers in Chi

Greg commented

Experience



AirSelfie, Inc.

2 yrs

CEO

Apr 2020 – Present · 1 mo
Minneapolis, Minnesota, United States

AirSelfie is the creator of the world's smallest and lightest aerial camera. The company's latest product, the AIR PIX, offers a completely unique, hands-free way to capture high-definition selfie photos and videos from the air, even without a smartphone connection. AirSelfie is leading the way in aerial imaging robotics, embracing the experiential approach to image capture. Also, the highly intuitive AirSelfie app sets the experience apart from all other aerial cameras with a robust image editing suite. With the AIR PIX, you can be your own personal photographer, seamlessly capturing life's moments and instantly sharing on social media.



**Cheddar Innovation
Technology Interview**

General Manager

May 2018 – Apr 2020 · 2 yrs
Minneapolis



Meet AIR PIX by AirSelfie



Founder & CEO

SPRING - Retail Accelerator

2013 – Present · 7 yrs

Minneapolis | San Francisco | Boston | Shenzhen | Seoul | Taipei
SPRING - Retail Accelerator

spring2market.com

...see mor



CEO

Netwerkx (Acquired)

2011 – Jan 2016 · 5 yrs

NORTH AMERICA

Netwerkx is a cloud based scheduling and installation management platform for retail and healthcare technology solutions. Located in Minneapolis, MN, Netwerkx provides installations in the US & Canada – currently servicing major retail locations and healthcare centers Nationwide.

...see mor



President & CEO

Technology Resource Group

2001 – 2013 · 12 yrs

Technology Resource Group (TRG)

TRG is a boutique global retail sales and marketing firm with offices in Minneapolis and San Francisco. TRG is focused on providing immediate access to the North American retail marketplace. TRG acts as a strategic partner, providing the critical connection between global manufac ...see mor

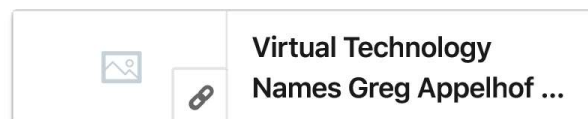
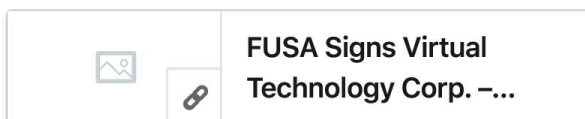
CEO

Virtual Technology Corporation - Virtual-World, Netdirect

Sep 1997 – Mar 2001 · 3 yrs 7 mos

Greater Minneapolis-St. Paul Area

Founded in 1996, Virtual Technology Corp. sells the latest hardware and software technology via its e-commerce Internet site, www.virtual-world.com, currently offering over 40,000 items. VTC believes it is one of the leading technology resellers and advertisers on the Internet with advertising positions on and portals through CNET (CNWK-computers.com) and ZDNET (www.zdnet ...see mor



Education



University of Minnesota

Business, Communications

1980 – 1985

Activities and Societies: President - Freshman Class - Student Association U of Minnesota Duluth

Vice President Academics - Student Association U of Minnesota Duluth Sigma Chi Fraternity

Skills & Endorsements

Retail · 84



Endorsed by **Scott Hamblen** and 10 others who are highly skilled at this

Marketing Strategy · 75



Endorsed by **James A. Gardner** and 3 others who are highly skilled at this

New Business Development · 70

Amir Basri and 69 connections have given endorsements for this skill

[Show more](#) ✓

Recommendations

[Received \(3\)](#)

[Given \(4\)](#)



Amir Basri

Multi-Unit Manager at OSL Retail Services

August 21, 2009, Greg was senior to Amir but didn't manage directly

I was consistently impressed with Greg's operational skills in managing the profit/loss elements of his business as well as his customer service mindset. Greg drives results by simply understanding his business and his core customer in every aspect possible. He makes decisions in a collaborative and pragmatic... [See](#)



Scott Hamblen

Chief Merchandising and Marketing Officer at Sunshine Ace Hardware

July 12, 2009, Scott worked with Greg but at different companies

Greg is a great business partner. We worked together to launch accessories at Circuit City. Greg was always focused on what was best for my business and my customers. His patience and selfless advice, even when the advice didn't immediately support a sale for him, and his patient and unselfish sales style make him a great partner.

[Show more](#) ✓

Accomplishments

1 Organization
CEA

1 Project
Smart Fabrics & Wearables Technology Conference

Interests



iPad for Business
8,595 members



Adult Day Care Innovation & Growth
592 members



Best Buy
361,340 followers



DealFlow Source Network | Private
98,917 members



Daymond John
CEO of FUBU and The Shark Group, TV P...
1,710,997 followers



Kevin O'Leary
Chairman at O'Shares ETFs and Beans
2,417,463 followers

[See all](#)