



MEDIA KIT

2026



CHARLYNDA SCALES

FOUNDER | AUTHOR | SPEAKER | VETERAN | SERIAL ENTREPRENEUR

www.charlyndajeane.com



WHO IS CHARLYNDA SCALES?

Charlynda Scales is a U.S. Air Force Lieutenant Colonel, TEDx speaker, serial entrepreneur, and author of **Rock Bottom Has a Trampoline**. A Harvard Kennedy School and Dartmouth Tuck graduate, she has influenced over \$5 billion in federal acquisition programs and raised more than \$5 million in philanthropic capital. Founder of Mutt's Sauce – featured by Daymond John, Yahoo, Business, and Forbes – and host of The Trampoline Effect podcast, Charlynda turns adversity into frameworks that move people and organizations forward.



ABOUT CHARLYNDA



Charlynda Scales is a decorated U.S. Air Force Lieutenant Colonel, TEDx speaker, serial entrepreneur, and published author whose career sits at the rare intersection of national defense, food entrepreneurship, and community economic development. A Harvard Kennedy School and Dartmouth Tuck alumna, Charlynda has directly influenced over \$5 billion in federal acquisition programs and raised more than \$5 million in philanthropic capital for inclusive entrepreneurship. She brings the discipline of two decades in uniform and the lived reality of building a business from the ground up – a combination that makes her one of the most distinctive voices on any stage.

She is the founder of **Mutt's Sauce**, a national barbeque sauce brand rooted in her grandfather Charlie "Mutt" Ferrell Jr.'s 1956 recipe – featured by Shark Tank's Daymond John. She is also the founder of **OH Taste Marketing LLC**, co-founder of the **6888 Kitchen Incubator** in Dayton, Ohio, and the creator of **The Scales Method**, a financial literacy education brand for food entrepreneurs.

Her book, **Rock Bottom Has a Trampoline**, captures the resilience frameworks she built through her lowest moments. As host of The Trampoline Effect podcast, she brings that same rawness and empowerment to a growing audience of people rebuilding after life knocks them down. Charlynda is a board member at Dayton Children's Hospital, a TikTok Veteran SOAR program graduate, and a sought-after keynote speaker on leadership, resilience, and financial literacy.



Want to learn more about Charlynda's story?
Tune in to **The Trampoline Effect Podcast** for
conversations on entrepreneurship, resilience, leadership,
and purpose-driven growth.

LISTEN NOW



BRAND STORY

Rock bottom is not the end. It is the launchpad

That belief sits at the center of everything **Charlynda Scales** does – from building a national barbeque sauce brand on her grandfather's legacy to teaching food founders how to scale without burning out. She does not just talk about resilience. She has lived it, systematized it, and now teaches it to leaders, entrepreneurs, and anyone brave enough to bounce back.



Mutt's Sauce began with a simple idea from **Charlynda Scales'** grandfather, Charlie "Mutt" Ferrell Jr., who set out to create one versatile sauce that could complement any meal. While stationed in Okinawa, Japan, he perfected a tangy, tomato-based recipe that would later become known as Mutt's Sauce.

Years later, Scales received his original handwritten recipe while serving on active duty – a moment that inspired her to carry his legacy forward. In 2005, she officially launched Mutt's Sauce, transforming a cherished family recipe into a growing brand rooted in service, community, and entrepreneurship.

Beyond her work as a food entrepreneur, Scales is also an author and advocate for resilience. Her book, **Rock Bottom Has a Trampoline**, shares lessons from her own journey and encourages others to find purpose through challenges.

*"Just help one. That's my focus.
Help one person reach self-actualization and discover their gifts.
Even the hardest parts of your journey serve a purpose."
– Charlynda Scales*



SPEAKING TOPICS

LEADERSHIP AND RESILIENCE



From military command to entrepreneurship, Charlynda teaches leaders how to build cultures that hold under pressure, recover from setbacks, and perform when it matters most. Combat-tested. Business-proven.

SECRET SAUCE: TELL YOUR STORY



The story and the framework behind turning her grandfather's 1956 barbecue sauce recipe into a national brand. A masterclass in heritage, grit, and building a business that outlasts you.

FINANCIAL LITERACY AND THE FOUNDER



The financial clarity and strategic tools founders and professionals need to scale sustainably – without burning out or burning through capital. Built from two decades of running businesses and programs.

EXPERTISE & INDUSTRY FOCUS

FINANCIAL LITERACY FOR ENTREPRENEURS

Creator of **The Scales Method**, a financial literacy program designed specifically for *food business owners* in the \$0–\$100K revenue stage, helping entrepreneurs strengthen their financial foundations and make informed business decisions.

MARKETING STRATEGY & BUSINESS EDUCATION

Through **OH Taste Marketing LLC**, providing marketing strategy, brand development, and entrepreneurship education for small businesses and emerging entrepreneurs.

THOUGHT LEADERSHIP & EDUCATION

Sharing insights on entrepreneurship, resilience, financial literacy, and business growth through:

- **The Trampoline Effect Podcast** (available on Apple Podcasts)
- **Rock Bottom Has a Trampoline** (available on Amazon)
- Speaking engagements and workshops
- Community and entrepreneurship programs



SPEAKING & MEDIA OPPORTUNITIES

As a recognized entrepreneur, speaker, and advocate, **Charlynda Scales** actively engages with national communities focused on veteran entrepreneurship, women's empowerment, and food business development. Through speaking engagements, educational initiatives, and strategic partnerships, she equips audiences with practical insights on entrepreneurship, leadership, financial literacy, and economic growth.

AVAILABLE FOR

- Keynote Speaking Engagements
- Panel Appearances
- Podcast & Media Interviews
- Brand Partnerships & Collaborations
- Community and Economic Development Initiatives



AREAS OF EXPERTISE

- Consumer Packaged Goods (CPG) & Food Entrepreneurship
- Financial Literacy Education
- National Security Acquisition & Government Contracting
- Veteran Entrepreneurship
- Women's Leadership & Empowerment
- Community Economic Development
- Small Business Growth & Strategy



BRAND ALIGNMENT

Charlynda's work is rooted in creating meaningful impact through education, entrepreneurship, and community development. She partners with organizations, brands, and institutions that share her commitment to empowering individuals, fostering economic growth, and expanding opportunities for underserved communities.

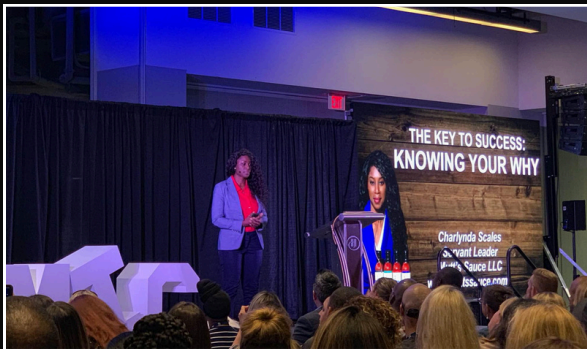
PARTNERSHIP VALUE

Whether speaking on stage, leading workshops, participating in panel discussions, or collaborating with brands, Charlynda brings a unique blend of entrepreneurial expertise, leadership experience, and community-focused advocacy. Her ability to connect business strategy with real-world impact makes her a valuable partner for events, educational programs, media opportunities, and mission-driven initiatives.



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SPEAKING & MEDIA OPPORTUNITIES

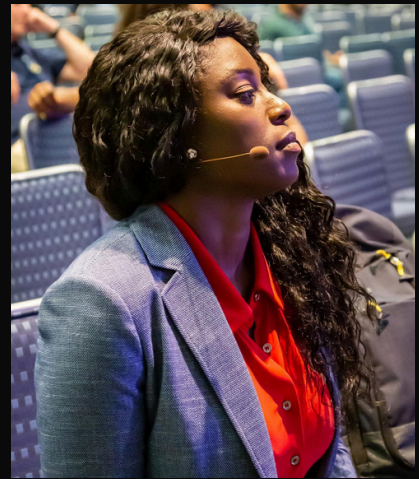




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Charlynda Scales

SPEAKING, BRAND PARTNERSHIP & MEDIA OPPORTUNITIES





SPEAKING, BRAND PARTNERSHIP & MEDIA OPPORTUNITIES

CNBC MARKETS BUSINESS INVESTING TECH POLITICS VIDEO INVESTING CLUB PRO LIVESTREAM


INVEST IN YOU: READY. SET. GROW.

How a young vet turned entrepreneur turned a family recipe into an \$80,000 venture that just launched on Amazon

PUBLISHED MON, NOV 11 2019-6:00 AM EST | UPDATED MON, NOV 11 2019-6:20 AM EST

Harriet Taylor @INHARRIST7 @HARRIST

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VIDEO 02:00
Veteran turned entrepreneur launched family recipe secret sauce business

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Forbes

EDITORS' PICK | LIFESTYLE > FORBESLIFE

Start Small, Don't Take Leaps: Daymond John's Advice To The Founder Of Mutt's Sauce And Other Veteran Entrepreneurs

By Tanya Klich, Former Staff. I am a Lifestyle reporter at Forbes, focusing on beauty & style.
Published May 28, 2018, 09:00am EDT, Updated Jun 03, 2018, 10:29pm EDT

This article is more than 8 years old.



NOW PLAYING: BOSTON DYNAMICS FOUN
IMAGINATION IN ACTION
FORBES FEATURED VIDEO







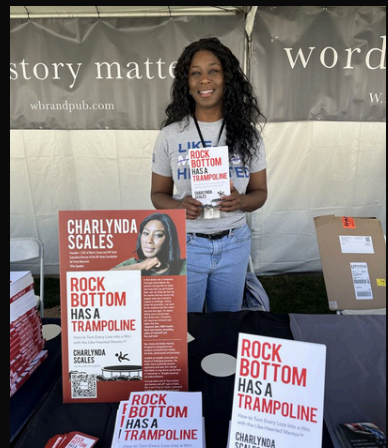
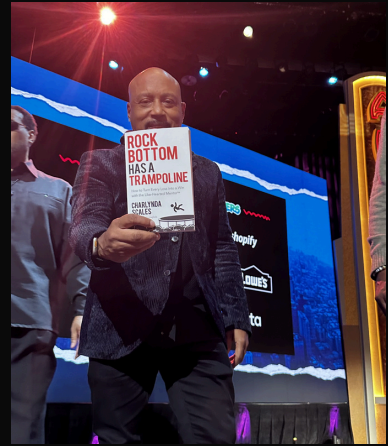
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Charlynda Scales

ROCK BOTTOM HAS A TRAMPOLINE

How to Turn Every Loss into a Win with the Like-Hearted Mentor™

CHARLYNDA SCALES
with Brunella Costagliola



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AUDIENCE & COMMUNITY REACH

CHARLYNDA IS ACTIVELY INVOLVED IN NATIONAL NETWORKS AND COMMUNITIES, INCLUDING:

- Veteran-owned business organizations
- Women's entrepreneurship and leadership groups
- Food and beverage entrepreneur networks
- Small business and economic development communities
- Government contracting and acquisition professionals



INSTAGRAM

8K+

TIKTOK

24K+

FACEBOOK

1K+

EMAIL LIST

7K+

AUDIENCE RANGE

25-64

Age Range

88.7%

United States

72.6%

Women

24.4%

Men

SOCIALS



www.charlyndajeane.com



@charlyndajeane



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CharlyndaJean



Charlynda Scales



RESULTS, IMPACT & ACHIEVEMENTS

INFLUENCED

\$5B+

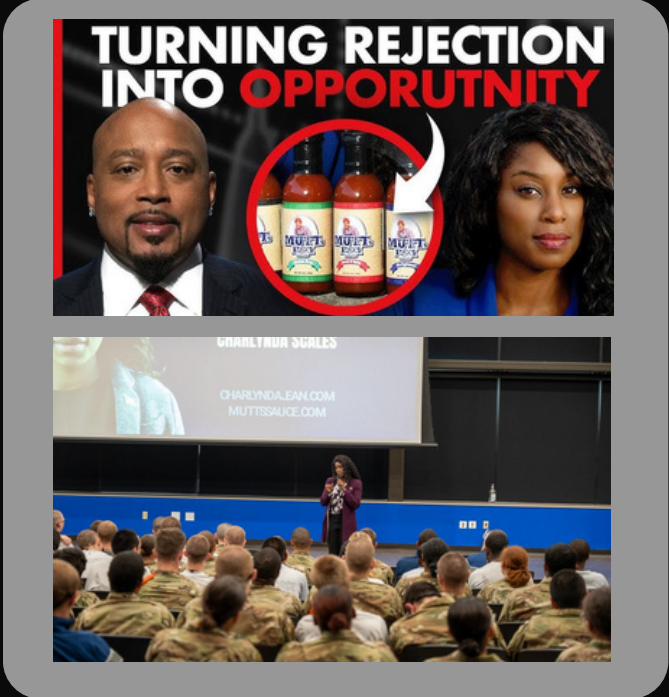
in federal acquisition programs.



RAISED

\$5M+

in philanthropic capital.



BRAND RECOGNITION & BUSINESS SUCCESS

- Founded and developed **Mutt's Sauce**, a family-inspired food brand built on a legacy of entrepreneurship, service, and community impact.
- Featured by **Daymond John**, entrepreneur and investor from Shark Tank.
- Secured product placement on **QVC**, expanding brand visibility to a national audience.

LEADERSHIP & BOARD SERVICE

- Serves as a **Board Member for Dayton Children's Hospital**, contributing to initiatives that support children, families, and community well-being.
- Co-Founder of the **6888 Kitchen Incubator**, an initiative dedicated to supporting food entrepreneurs and fostering economic growth in Dayton, Ohio.

ENTREPRENEURSHIP & ECONOMIC DEVELOPMENT

- Recognized as a leader at the intersection of entrepreneurship, community development, and economic empowerment.
- Continues to create opportunities for veterans, women entrepreneurs, and emerging business owners through education, advocacy, and leadership initiatives.

PUBLIC POLICY & COMMUNITY IMPACT

- Contributed to the development of Ohio's **Entrepreneur Certification Portal**, helping create greater opportunities for small business owners and entrepreneurs.
- Played a role in advancing the **Six Triple Eight Day designation**, honoring the historic contributions of the 6888th Central Postal Directory Battalion and preserving their legacy.



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PAST PRESS / FEATURES



Forbes:

<https://www.forbes.com/sites/tanyaklich/2018/05/28/start-small-dont-take-leaps-daymond-johns-advice-to-the-founder-of-mutts-sauce-and-other-veteran-entrepreneurs/#2e7044d128e1>



CNBC:

<https://www.cnbc.com/2019/11/11/vet-turns-family-recipe-into-80000-venture-that-launched-on-amazon.html>



Authority Magazine:

<https://medium.com/authority-magazine/charlynda-scales-of-mutts-sauce-5-things-i-wish-someone-told-me-before-i-began-leading-my-company-fbe16c45741f>



Veteran of Foreign Wars:

<https://www.vfw.org/media-and-events/latest-releases/archives/2026/2/i-wanted-to-carry-the-same-spirit-forward>



The American Legion:

<https://www.legion.org/information-center/news/podcast/2025/september/veteran-entrepreneurs-how-to-create-a-business-in-the-food-industry>

UNITED STATES PATENT AND TRADEMARK OFFICE



United States Patent and Trademark Office:

<https://www.uspto.gov/blog/ready-set-compete-how-we>



Launch Dayton:

<https://youtu.be/BliyJLbKM2M?si=Bf5uEUtNt04B2sqR>



PR Newswire:

<https://www.prnewswire.com/news-releases/veteran-owned-small-businesses-play-significant-role-in-us-economy-but-encounter-difficulties-301416741.html>



Yahoo Finance:

https://finance.yahoo.com/news/3-black-women-join-forces-205949547.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce_referrer_sig=AQAAALiSAYk3_ITlgXXGSMVX01AsNaKtpwnk8vXWjvQHAYHd3OnM5Tn1c6BK8NX-jP-mFnn-uENNMK17woNiebcsPp5gvYhtk1U1wQ_jGv1YoelFaelJfUcSFno9FsdnvpW8mm7ZEX6lVhnXmLB1ctKLa2tqUwGeAY3GfD2fLDh7tqm



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PAST PRESS / FEATURES



Sheen Magazine:

<https://sheenmagazine.com/giving-respect-and-honor-to-the-women-owned-businesses-that-impact-our-lives/>



Recurrent:

<https://recurrent.io/we-are-the-mighty-honors-the-mighty-25-at-the-military-influencer-conference/>



Task & Purpose:

<https://taskandpurpose.com/sponsored-content/forging-connections-usptos-debut-at-the-military-influencer-conference-2023/>



LisaKippsBrown:

<https://lisakippsbrown.com/videos/bouncing-back-from-rock-bottom-charlynda-scales/>



Livability:

<https://livability.com/oh/dayton/education-careers-opportunity/why-i-built-my-business-in-dayton-oh-and-you-can-too/>



CreditCards.com:

<https://www.creditcards.com/news/small-business-credit-profile-scales/>



Dayton Daily News:

https://www.daytondailynews.com/local/dayton-sauce-is-about-to-take-kroger-by-storm/article_cd8e7148-72ad-564e-9345-bd31587f473f.html



The Arcade:

<https://www.arcadedayton.com/index.php/2024/07/05/dream-big-award-6888-kitchen-incubator/>



TEDx Talks:

<https://youtu.be/nwGSXsALJ34?si=XtsSU4Su0niNYkdb>



84 Lumber:

<https://84lumbercomv3.84-iase-v3.p.azurewebsites.net/about/press-room/84-blog/84-lumber-supports-veteran-owned-small-businesses/>



Triple Undit:

<https://tripleundit.com/2021/veteran-mutts-sauce/>



INTERVIEWS / PODCASTS



Story Sessions: Where Your Story Matters:

<https://podcasts.apple.com/us/podcast/the-sauce-the-story-and-the/id1841264719?i=1000761460281>



Negotiate Anything:

<https://podcasts.apple.com/us/podcast/case-study-how-negotiation-skills-contribute-to-success/id1101679010?i=1000624497310>



Simplecast:

<https://women-of-the-military.simplecast.com/episodes/mutt-sauce-changing-one-airmans-story-episode-68>



Creating The Future:

<https://music.amazon.com/podcasts/ff15d435-53d6-4e91-937b-09c5b8a610fb/episodes/2ff16bae-dba9-4275-b5ae-d28305fe6497/creating-the-future-charlynda-scales-%E2%80%93-founder-ceo-mutt's-sauce>



iHeart:

<https://www.iheart.com/podcast/263-milspouse-matters-30202999/episode/coming-back-from-rock-bottom-with-127783343/>



The Transition by Bunker Labs:

<https://podcasts.apple.com/us/podcast/turning-a-family-recipe-into-a-bustling/id1532812903?i=1000507667638>



Heroes Media Group:

<https://podcast.app/ep-285-a-recipe-for-success-with-charlynda-scales-e346946378>



Knucklehead Podcast:

<https://podcasts.apple.com/us/podcast/womeninbiz-series-e1-on-my-terms-ceo-charlynda-scales/id1341399518?i=1000434552798>

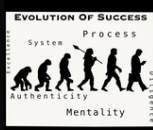


INTERVIEWS / PODCASTS



SOB: Style of Business the Podcast:

<https://podcasts.apple.com/us/podcast/epi-27-charlynda-scales-ceo-of-mutts-sauce/id1096883350?i=1000394540164>



Evolution of Success:

<https://podcasts.apple.com/us/podcast/charlynda-scales-why-veterans-make-great-entrepreneurs/id1496040267?i=1000465823860>



Badassery Life:

<https://podcasts.apple.com/us/podcast/charlynda-scales-badass-entrepreneur-maker-of-mutt/id1496151430?i=1000638883589>



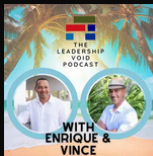
Passing the Torch with Martin Foster:

<https://podcasts.apple.com/us/podcast/ep-121-charlynda-scales-resilience-rock-bottom-and-rising/id1338122884?i=1000753184150>



Unique Leaders Podcast:

<https://podcasts.apple.com/us/podcast/unique-leaders-charlynda-scales/id1543770097?i=1000514035972>



The Leadership Void Podcast:

<https://podcasts.apple.com/us/podcast/ep-81-air-force-entrepreneurship-and-mutts-sauce/id1505156666?i=1000539159894>



Developing the Leader within the Podcast:

<https://podcasts.apple.com/us/podcast/episode-30-leadership-and-entrepreneurship-with/id1499324009?i=1000490336027>



SERVED: Military Women's Stories:

<https://podcasts.apple.com/us/podcast/u-s-air-force-veteran-charlynda-scales/id1530874490?i=1000496219883>

Daymon John:

<https://youtu.be/-pve3isW0iU?si=rZ3Ex9nYQf9SHyNG>



TESTIMONIALS



In **Rock Bottom Has a Trampoline**, Charlynda Scales delivers the powerful message that no matter how many times you get knocked down, you can always get back up. She teaches that true success only happens when you're forced to respond to challenges. Having known her personally, I can vouch for the resilience that she's shown time and time again. For anyone feeling stuck or losing hope, Rock Bottom Has a Trampoline will inspire you to bounce back higher than ever. –

Daymond John, FUBU Founder, Shark Tank investor, bestselling author of Powershift and Rise and Grind

"It blew my mind with just how real, how authentic, how relatable all of the topics were and I'm just feeling very blessed and very grateful to have been here. It is amazing."– **(Keynote Event)**



ROCK BOTTOM HAS A TRAMPOLINE is a celebration of chasing one's dreams and a reminder that the journey is never over. It is a must-read for aspiring entrepreneurs and anyone navigating the challenges of pursuing their dreams. In the book, you'll find woven into the stories a comprehensive guide filled with invaluable lessons on resiliency, mentorship, and the transformative power of chasing your dreams. The book definitely changed my perspective on entrepreneurship - which was possible because of Charlynda's honesty and vulnerability. Chapter after chapter, she bares her soul, sharing the very personal highs and lows of her entrepreneurial journey.– **Bhakti Mary (Amazon Review)**

"How she moved from one endeavor to another, utilizing her skill sets from one opportunity to dropdown the bottom and then bouncing back on a trampoline. I love that!"– **(Keynote Event)**





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Available on Amazon

The story of how **Charlynda** turned her lowest moments into a **launching pad** – and the resilience frameworks she built along the way.



Powered by Meredith College

As one of the largest private women's colleges in the U.S., its mission is to educate students to be leaders and critical thinkers in a community that emphasizes collaboration and mutual support. **Their business majors analyzed the company and built systems** for a stronger future for Mutt's Sauce, to include a **full rebrand and relaunch on Tiktok in 2026.**



MUTT'S SAUCE SOCIALS:

-  www.muttssauce.com
-  [@muttssauce](https://www.instagram.com/muttssauce)
-  [@MuttsSauce](https://www.tiktok.com/@MuttsSauce)
-  [Mutt's Sauce](https://www.facebook.com/Mutt's%20Sauce)





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Charlynda Scales



charlyndajeane@gmail.com



"SURROUND YOURSELF WITH LIKE-HEARTED PEOPLE"
- **Charlynda Scales**