

Note: C12 is about community, and that is why we meet in our groups. However, there is a broader community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Tom O'Dwyer, Kevin Pate, Michelle Moore, Andrea Rodarte



Meet Ryan McCoy

This year, Ryan and his wife, Lorelei, celebrate twenty years of marriage. They live in Allen with their three children, Mara (14), Elin (10), and Liam (5), along with their two labs Lucy and Penny, and Dachshund, Charlie (18 yrs.) They attend Onward Community Church in Frisco. In 2018, Ryan launched Poiema Brands with Nathan Sheets. Poiema is designed to align with entrepreneurs to do missional work by selling consumer-packaged goods (CPG). The company's calling to do good works in the world is in its name, Poiema, Greek for "workmanship," found in Ephesians 2:10: *For we are His workmanship, created in Christ*



Jesus for good works, which God prepared beforehand that we should walk in them. Ryan is the President of Poiema Brands <https://www.poiemabrands.com/>.

Where did you grow up?

I grew up in Paris, Texas. After graduating from Texas A&M, in 1995, I began my career in Dallas. Later, work took me to Washington D.C. After we married, Lorelei joined me in D.C. We lived there for a few more years before moving back to Texas. My family and I have lived in Allen since 2003.

What are some of your favorite things?

Traveling is a favorite pastime of mine. Also, I love competing at anything. Inside, I enjoy reading and music. Outside, where I prefer to be, hobbies include landscaping & yard work, photography, cycling, and snow skiing.

What was the last trip that you took with your family?

This summer, we visited Disney World as a family. We recently made a long weekend down to College Station to watch an Aggie football game.

How did you start your business, and how did you get to where you are now?

My spiritual and work journeys are inseparable. I was raised in a religious household. After my dad passed in 2008, I felt a spiritual hole. In 2014, I went to Brazil on my first mission trip, which changed my life. It was as if I had been sleepwalking and had discovered who I was created to be. This trip inspired me to love God more and to dig into my workmanship and calling, and to be disciplined. Upon returning to work after my mission trip, I realized my perspective had radically changed. I had been at the same company for 19 years. The owners had recently sold, and I just didn't feel I was supposed to be there anymore. I did not know what I was supposed to do, but I knew there was a change afoot. Four months later, in February of 2015, I was packaged out with a nice exit. I left and landed at Nature Nate's Honey Company. It was a great move and what was clearly supposed to happen. Nathan Sheets became somewhat of a mentor to me, both in my spiritual walk and in business. He and I share our Christian values and similar ethos to do missional work through capitalism and helping people tell their stories.

In July of 2018, Poiema Brands was created to align with entrepreneurs who want to do good in the world. We want to innovate our own new brands and partner with other entrepreneurs to help them grow their brands. Ultimately, we want to help people through job creation and the growth of noticeably different businesses.



Our first brand, Just Like Home (<https://eatjustlikehome.com>) launched in the summer of 2020 and has been highly successful. Just Like Home is a line of products inspired by everyday people from all over the U.S. We ran a recipe contest, chose and awarded winners, and then told them we'd like to put their recipe in a jar, sell it in groceries stores, and use the proceeds to help the homeless. In addition to the charitable donation, part of the unique marketing of this product involves including the recipe creators in the brand – they are the heroes! We pay royalties to each of them and share their stories. Currently, we sell high-quality Pasta Sauces in retailers like Market Street (here in TX) and in Sprouts and other retailers across the country. Our vision is to take this concept to multiple categories across the store. We are very close to launching our next line in the brand, which are Salsas from various recipe creators across the country. We are still early in the brand development, but the reception has been great. For Poiema, our goal is to be a catalyst for brands like this – brands the truly separate from the rest by "bringing Christ's aroma" to kitchens and homes across America. Over time, we will launch other brands, and we are constantly exploring partnership ideas.

What service does your company provide?

We align with other entrepreneurs to help with branding and storytelling, sales strategy and execution, targeted marketing, operations (production, supply chain), reporting, and helping good ideas become a business. Our focus is on consumer-packaged goods.

How do you describe your mission and values?

We exist to accelerate the vision of entrepreneurial brands for lasting impact. I believe everyone who owns or serves a business does so through the lens of their personal mission and values, their history, and who they are as a person. So, it is essential for everything we do as a business to be viewed through the lens of what we stand for as a Christian and a Christian business leader. My personal and company values align with scripture to include integrity, honesty, love, kindness, and working with my heart to do the work God has called me to do.

Who are your primary customers?

Our primary customers are retailers like Walmart and Kroger and other entrepreneurs looking to launch consumer brands.



How and why did you come to C12?

I came to C12 through Nathan Sheets while working for Nature Nate's Honey Company. I started in a Key Players group and later, with the launch of Poiema Brands, joined a C12 group. Much like C12, our mission at Poiema Brands is to inspire others by bringing our calling in Christ to life in our brands

What do you value about your group?

I value my group for the wisdom in their counsel and their willingness to share their experiences. I also truly appreciate the courage demonstrated in holding each other accountable. I appreciate Joe Galindo, my chair, as a spiritual mentor and guide. Joe is humble and knowledgeable. He has a heart for God and others and has an uncanny ability to connect people based on their experiences. I find he often knows exactly what questions to ask and whom to ask to get the most out of our group.

What challenges as a business owner have you experienced, and how has your C12 group helped with these challenges?

The group supports me with their wisdom and discernment, especially in the face of tough decisions I know I need to make. We don't accept taking the easy way out, and this higher standard really helps us all be better leaders.

How could you help other C12 members?

In my heart, I love helping others. It is important to me to use my gifts to serve others. I like to serve people by engaging with them, pushing and expanding their thinking, activating them (getting them to move), and helping to solve complex challenges through simplifying the problem. I love looking for ways to connect people.

How do you use your business as a ministry?

We all have a specific purpose. Once we discover this purpose, our calling is to press on, using our gifts to honor God. My business helps other entrepreneurs realize their potential in the Consumer-Packaged Goods space. A portion of the sale of each product of our current and future brands will directly contribute to organizations on the frontlines of helping people. Examples of gospel-centered organizations our products may align with are those helping the homeless, battered women, orphans, widows, and the poor.

