

James McCormick

Growth Operations Leader

jxmcc15@gmail.com | 763.229.0729 | [linkedin.com/in/jamesxmccormick](https://www.linkedin.com/in/jamesxmccormick) | jamesxmccormick.com

Relocating to Winona, MN

PROFESSIONAL SUMMARY

Nearly a decade streamlining how organizations operate — starting with how the work actually gets done, then building the teams, systems, and software to make it stick. Most recently led a 500% revenue increase (\$1M to \$5M) at a multi-division service business through disciplined change management and enterprise-system rollouts. Blends operational strategy with technical fluency to turn operational chaos into systems built to scale.

EXPERIENCE

Business Manager | ArborScape Inc. — Woodstock, VT

Aug 2022 – Present

Scaled revenue 5x and grew team from 8 to 30 in 3.5 years

Employee #9 and primary operational architect, partnering directly with ownership to scale a family-owned landscaping operation into a regional market leader.

- **Scope:** Full P&L ownership across 9 service divisions — go-to-market, pricing, workforce planning, vendor contracts, monthly financials, and biannual strategic reviews (6- and 12-month projections). Daily operating partner to ownership, with formal business reviews twice weekly.
- **Internal Overhaul:** Rebuilt the back-office stack required to support the transformation — HR (TeamEngine), accounting (QuickBooks Online + chart of accounts rewrite), payroll (Workforce), operations (DynaScape Manage360, Microsoft 365, iPad field data capture), and marketing (website overhaul, print-ad redistribution). Shipped three custom React/TypeScript/Supabase apps (workforce planning + field knowledge library + voice-driven CRM/client intake) and introduced 10+ AI workflows across 6 functions, recovering ~25--30 hours/week. Sales remained owner-led.
- **Financial Infrastructure:** Rebuilt accounting foundations — migrated QuickBooks Desktop to Online, rewrote chart of accounts for multi-division P&L visibility, developed yearly budgets, and established quarterly KPI reviews.
- **Division Launches:** Organized and managed the launch of recurring service lines: Garden Maintenance division (built from an acquihire — 3x clients, 4x revenue over 3 years), Plant Health Care (~2x annual revenue), and in-house Masonry division (built from scratch to six-figure annual contribution over 3 years).
- **People Strategy:** Formalized the leadership layer needed to scale from 8 to 30 — designed the org structure, implemented the first handbook, built compensation bands and performance-based bonuses, and led strategic planning. Recruited targeted hires to own new functions as they matured, including an office manager (administrative function) and a part-time social media manager (marketing output).

Business Development Consultant | United Church Camps — Remote

Feb 2021 – Jun 2022

Led second-largest capital raise in org history — \$850K

- **Capital Campaign:** Directed fundraising initiative securing nearly \$850,000 — the second-highest capital raise in the organization's history.
- **Data-Driven Outreach:** Leveraged Salesforce to segment donor data and execute A/B testing on targeted outreach, optimizing conversion during post-pandemic recovery.
- **Marketing & Strategy:** Developed the annual marketing strategy alongside leadership, then stepped into the acting Marketing Director role mid-engagement when the position was vacated - maintaining campaign continuity through the transition.

Risk Advisor & Sales Executive | The Horton Group — Waukesha, WI

Sep 2019 – Oct 2020

Built B2B operating fluency across 30+ companies — closed ~\$90K and held 100% account retention during the pandemic

- **Role Context:** Deliberate step up from transactional sales into formal B2B enterprise account development — selling risk management programs to CFOs and owners at mid-market and enterprise companies.
- **Development & Exposure:** Partnered with senior producers on large accounts, gaining rare visibility into the financials, org structures, and risk management playbooks of 30+ companies across industries.
- **Individual Production:** Closed ~\$90K in new revenue during the first year of the pandemic and maintained 100% retention on assigned accounts.

Regional Sales Manager | American Income Life — Minneapolis, MN & Milwaukee, WI Oct 2016 – Oct 2019

Built agency from 8 to 20 agents, \$1M+ first-year sales – 100% commission-based

- **Office Launch:** Relocated to Milwaukee to help stand up the Milwaukee office — one of four regional agents who built the new agency from 8 to 20 agents in the first year, achieving \$1M+ in net new sales.
- **National Ranking:** Ranked #12 out of 1,200 agents nationally through a combination of personal sales and leading a high-performing regional sales unit.

APPS BUILT & SHIPPED

Chaos Coordinator — Drag-and-drop scheduling engine with real-time conflict detection, capacity forecasting, and scenario modeling. Replaced whiteboard scheduling, eliminated conflicts, and reduced planning time from hours to minutes. React, TypeScript, Supabase.

Crew Companion — Bilingual (English/Spanish) offline-first PWA for daily dispatch, job sheets, equipment rosters, and safety protocols. Gave every crew member searchable, on-site access to institutional knowledge from day one. React, TypeScript, Supabase.

Client Compass — Voice-first client-intake and CRM PWA: speech-to-text with custom vocabulary and system prompts parses field voice notes into structured CRM records, with an offline field UI and a desktop verification and pipeline view. React, TypeScript, Supabase, ElevenLabs.

SKILLS & COMPETENCIES

Operations & Strategy: P&L Management, Revenue Scaling, Business Unit Launches, Process Design, Change Management, Strategic Planning, Org Design, Vendor Management, Workflow Automation

Finance & Analytics: Yearly Budgeting, Quarterly KPI Reviews, Multi-Division P&L, Chart of Accounts Design, Financial Reporting, Margin Management, Business Analytics, QuickBooks Online

Technology & Tools: React, TypeScript, Supabase, PWA Development, ElevenLabs Speech-to-Text, Microsoft 365, Salesforce, DynaScape Manage360, TeamEngine, ERP Systems, AI Tool Selection (Claude, Gemini, Microsoft 365 Copilot)

Leadership & Growth: Team Building (8 to 30+), Recruiting & Retention, Compensation Design, Performance Management, Culture Building, Cross-Functional Leadership, Stakeholder Communication, B2B Sales

EDUCATION

DePaul University — Chicago, IL 2008 – 2011
Economics (Major), Philosophy (Minor)

Illinois Institute of Technology — AFROTC Detachment 195 2008 – 2011
Aerospace Studies & Military Science (Minor) — ROTC Leadership Laboratories
Combat Rescue Officer Training — USAF Special Operations Command

BEYOND WORK

Community: 9 years active in the recovery community. Volunteer with WAMBA, VMBA, and Special Olympics of NH.

Competitive: Hockey, triathlons, mountain biking, snowboarding, surfing, hiking, backpacking.

Interests: Fascinated by how businesses are built - I read business history and founder stories the way other people watch sports. Passionate about emerging technologies and investing. Exploring and remote camping — new experiences are my favorite way to connect with people.

Online Resume: jamesxmccormick.com