

John Nelson

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Business Operations Director

Strategic operations leader with 20+ years driving organizational efficiency, process optimization, and scalable growth across diverse industries. Expert at building integrated business systems, leading, mentoring, and collaborating with cross-functional teams, and implementing AI-enhanced technology solutions that streamline operations and maximize profitability. Proven track record of scaling multiple operations from startup. Let me focus on your under-performing projects and turn cost centers into profit contributors.

Core Competencies

Operations Leadership: Business Process Design & Optimization | Business Unit Leadership | Strategic Planning | Profit Center Conversion | Team Mentoring & Servant Leadership

Technology Implementation: Business System Admin & Technical Support | Business Process Automation | Tech Stack Integration | Digital Transformation | End-user Training

Financial Operations: Bookkeeping Processes & Management | P&L Tracking & Accountability | Cost Optimization | Vendor Management | Budget Planning & Analysis | Purchasing & Logistics

Organizational Excellence: Best Practices/E-Myth and EOS Implementation | Change Management | Operational Scalability | Quality Assurance | Startup Success History

Technology Proficiencies: HighLevel CRM (Admin) | ClickUp | Google/MS Office (Admin) | QuickBooks Online (Admin, ProAdvisor) | Multimedia Production | WordPress Dev | AI Tools | Tech Support

Professional Experience

Chief Operations Officer

Stealth Marketing Solutions – Garden City, NY (Remote) | *Feb 2025 – July 2025*

- Architected a comprehensive business operations framework for AI-powered marketing startup, establishing scalable processes across all departments
- Contributed significantly to securing two major clients with an open-door future return if needed or appropriate.
- Designed cross-functional, AI-powered, workflows and success metrics, creating foundations for organizational scalability and financial accountability.

Business Operations Advisor

JKL Works – New Caney, TX | *Jun 2018 – February 2025*

- Increased client operational efficiency and profitability 5-6x through comprehensive business process optimization and digital transformation
- Implemented 40+ operational frameworks spanning finance, marketing, sales, and service delivery for SMB clients
- Designed end-to-end business processes from customer acquisition through service fulfillment

Managing Partner & Operations Leader

Green Trailer & Equipment Corp. / Green Trailer Parts – Cleveland, TX | *Jul 2015 – Feb 2020*

- Built & integrated business operations spanning all functional areas including finance, marketing, sales, and service delivery
- Implemented strategic marketing initiatives that increased market visibility in Houston region by 60%. Created comprehensive equipment lifecycle management and customer service programs
- Developed pricing strategies and operational frameworks for equipment rental division, optimizing margins and efficiency

Director of Business Operations

Direct Chassis & Equipment / Direct Trailer LP – Kingwood, TX | *Jun 2004 – Jun 2015*

- Scaled operations infrastructure from startup to support 200+ employees across multi-state business growth, saving a client over \$70 Million and counting before our acquisition.
- Led comprehensive Syteline 7 ERP implementation and process automation initiatives, improving operational efficiency by 35%
- Managed subsidiary operations for trailer manufacturing division *Direct Trailer LP*, including purchasing, inbound and outbound logistics, warranty and service contract programs

Territory Sales Manager

Moveable Container Storage – Raleigh, NC | *Jan 2020 – Sep 2021*

- Consistently met/exceeded performance targets, averaging 10+ sales/month through operational process optimization
- Oversaw company-wide marketing efforts, increasing company-wide visibility with particular growth in our Houston and Dallas regions.
- Managed full operational cycle from initial customer contact through service delivery for our Houston office and coordinated onsite operations for company-owned Houston yard.

Communications Specialist

HSB Reliability Technologies – Kingwood, TX | *Feb 1997 – April 2002*

- Designed and implemented a comprehensive technology infrastructure for field operations and office efficiency for the consulting business unit, including sourcing, support, and repair.
- Introduced to Business Process Mapping and Website Design

Education & Certifications

Master of Arts in Communication Studies – University of Northern Iowa, 2007

Bachelor of Arts in Radio & Television – Sam Houston State University, 1994

Professional Development

- QuickBooks Level 1, Level 2, and Payroll Certification
- Microsoft Certified Systems Engineer (MCSE)
- Active Member: AI Business Society
- Guided by E-Myth and Entrepreneurial Operating System (EOS) Principles
- Open to Other Certifications As Needed