SAM VANEGAS, MBA

CHIEF OF STAFF | FOUNDER & CEO STRATEGIC PARTNER | BUSINESS OPERATIONS

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EXECUTIVE PROFILE

Chief of Staff and senior business operations leader with 18+ years of experience partnering directly with CEOs, founders, and executive teams to turn ambiguous strategic priorities into execution. MBA with experience operating across growth-stage organizations, owning high-priority cross-functional initiatives, building operating systems and accountability, supporting investors and fundraising readiness, and solving problems without a natural functional owner. Proven operator spanning strategy, finance-adjacent operations, process automation, KPI management, organizational scale, and day-to-day execution.

CORE LEADERSHIP EXPERTISE

CEO / C-Suite/ Founder Partnership	**Strategic & Special Projects**	**Business Operations**	**Investor & Board Relations**
KPI & Performance Management	**Operational Finance**	**Process & Automation**	**Scaling Operations**

PROFESSIONAL EXPERIENCE

LUELLA CONSULTING | *Fractional Chief of Staff / Executive Operations* **Nov 2024 – Present**

Owner & Fractional Chief of Staff | *Apex, NC / Remote*

- Advise founders and C-suite leaders at growth-stage companies on executive priorities, operating systems, accountability, investor readiness, and cross-functional execution.

SELECTED ENGAGEMENT: NORTHWYN WELLNESS GROUP | Chief of Staff to CEO / Executive Leadership Team

- Partner directly with the CEO and COO during growth-stage and active acquisitions, translating company priorities into execution and taking ownership of strategic initiatives that span functions or lack a natural owner.
- Serve as an extension of executive leadership across company-building priorities, identifying bottlenecks, structuring ambiguous problems, driving decisions, assigning ownership, and ensuring high-priority initiatives move from strategy through execution.
- Support investor, board, and capital-raise readiness through investor communications, data-room governance, executive materials, financial and strategic document coordination, and cross-functional preparation for leadership updates.
- Drive M&A and post-acquisition initiatives across a rapidly expanding platform, coordinating integration priorities, clinic and partner workstreams, risk escalation, and execution across finance, operations, marketing, and growth.
- Build and continuously improve the company's operating infrastructure, including executive cadence, KPI accountability, roll-out of EOS, quarterly priorities, organizational roles, hiring/onboarding, SOPs, decision tracking, and cross-functional communication.
- Work across finance and executive leadership on business planning, reporting, vendor/contract matters, and the operational processes required to scale a multi-location organization.

KELLER WILLIAMS INNOVATE | *Real Estate* **Oct 2023 – Nov 2024**

Director of Business Operations | *Wilmington, NC*

- Built and implemented operating systems that increased lead-generation efficiency and contributed to more than $400K in additional volume in Q1 and more than $1M across Q2 and Q3.
- Established metrics and KPIs, analyzed performance, and presented results to leadership to strengthen accountability and operating decisions.
- Identified new revenue streams that added $18,300 to the bottom line in 2024 while implementing systems for stronger team communication, knowledge access, and task ownership.

PUREINTEGRATION | *IT Consulting* **Mar 2023 – Oct 2023**

Senior Sales & Marketing Operations Manager | *Hybrid / Reston, VA*

- Developed go-to-market strategy and content calendar and presented and defended recommendations to senior leadership.
- Reduced overhead and human error through workflow automation using Power Automate and HubSpot; partnered with the CEO on sourcing, cost evaluation, purchasing compliance, contracts, accounting records, and reporting.

Senior Business Operations Manager | Dec 2021 – Mar 2023

- Developed operational policies and procedures across Business Operations, HR, Sales Operations, and Marketing, including automation of onboarding processes.

- Reduced annual overhead by $153K+ through contract clarification and vendor-performance accountability; advised leadership on policies, programs, objectives, plans, and SOPs.

ATH POWER CONSULTING | *Market Research* **Jul 2019 – Dec 2021**
Vice President of Operations | *Remote*

- Led operational, marketing, and business-development support; improved sales enablement and relationship development, contributing to $124K+ in sales.
- Project-managed the end-to-end transition of shopper pay to a new platform, coordinating implementation through successful deployment.

HERTZ CORPORATION | *Global Transportation* **Aug 2018 – Jun 2019**
Human Resources Generalist – Leadership Development Program | *Estero, FL*

- Supported senior Talent Development and HR leaders in launching and analyzing an Employee Voice Survey for 25,000+ employees globally across 13 languages.
- Identified a company-asset risk and led a Lean Six Sigma cross-functional initiative that reduced defects by 78%.

HERTZ CORPORATION | *Global Transportation* **Aug 2015 – Aug 2018**
Executive Client Success Manager | *Estero, FL*

- Managed high-visibility transportation needs for 200+ senior leaders and celebrities, coordinating directly with Fleet, Travel, and Operations under demanding service expectations.
- Selected by the CHRO to build a cross-functional rotational program for 50+ summer interns; led scheduling and facilitated weekly session debriefs.

HERTZ CORPORATION | *Global Transportation* **Jun 2012 – Apr 2015**
Branch Manager | *Fort Myers, Florida*

- Led 21 employees across seven locations supporting a high-level corporate account, body shops, and a private airport; owned P&L, pricing, budgeting, purchasing, hiring, training, and client/vendor relationships.
- Drove 42.2% YoY revenue growth and a 19% increase in customer retention through commercial relationship management and disciplined operations.

EDUCATION & CREDENTIALS

UNIVERSITY OF FLORIDA – Hough Graduate School of Business | Master of Business Administration (MBA), 2018
FLORIDA GULF COAST UNIVERSITY | B.A., Psychology; minors in Management and Interdisciplinary Studies, 2012
Lean Six Sigma Green Belt Training (2019) | Coursera Data Analytics (2023) | Project Management Tracker (2023)

TECHNOLOGY

Power Automate • HubSpot • Asana • SharePoint • Google Workspace • Microsoft 365 • Pipedrive • Zoho CRM • WordPress • Canva • Adobe Creative Suite