

JASON TIPTON

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General Manager

Summary

- 20 Years of experience in operations at rapidly growing startups and medium size companies spanning multiple industries.
- Grew revenues at custom manufacturing company 800% over three years by leading rebranding, restructuring the sales process, and implementing continuous improvement measures as the COO.
- Achieved a 30% increase in user retention at SaaS startup in 3 months through user engagement initiative I led and executed.
- Raised \$500K in pre-Seed capital for startup I founded.
- Increased sales by 25% as a restaurateur by designing and implementing go-to-market shift in response to pandemic closures.
- Coaching and mentorship of team members resulting in their promotion both internally and externally.

WORK EXPERIENCE

Veryable

Aug 2023-Mar 2024

Veryable is a national marketplace for on-demand labor, connecting over 6,000 businesses with 1 million workers, and operations management software for manufacturing, warehouse, and distribution companies.

GM, MD/DC/VA

Dec 2023-Mar 2024

- Developed Business Case for launch district and presented to President to secure \$60k in additional funding for district. Led a process improvement initiative, facilitating Current State and Future State documentation, performing a Gap Analysis, and created and executed a plan to achieve desired Future State vision.
- 30% increase in marketplace retention by identifying barriers to adoption and coaching clients through strategies to change their workforce management strategy.
- 10% improvement in revenue and customer usage by mitigating risk of user churn through best practices coaching and consultative approach.
- 50% increased team productivity through process redesign and implementation.
- 25% increase in lead conversion rate by through optimized lead nurturing.
- 15% increasing deal conversion by leveraging research on trends in market data to refine deal targeting and messaging.
- 15% reduction in cost of acquisition by optimizing processes.

Director, Business Development

Aug 2023-Nov 2023

- 20% increase in platform adoption by changing approach to sourcing and onboarding of businesses, management of full deal flow lifecycle.
- Applied consultative approach to deal sourcing, earning trusted advisor status for operations managers in manufacturing and distribution. Resulted in 20% increase in deal conversion rate.
- Exceeded monthly revenue targets by 300%.
- Led the onboarding of operations professionals to our best-in-class SaaS platform, resulting in a 40% reduction in onboarding time and a seamless transition to new technology.

The Daily Diner; Washington, DC**Apr 2020-Jun 2023**

The Daily Diner is a SEED Stage startup fully mobile meal delivery platform (Funding not secured).

Co-Founder

- Developed and deployed first iteration proof of concept MVP.
- Designed deployable scalable processes for meal delivery production, fulfillment, and operations to eliminate waste extant in the current model.
- Spearheaded business model analysis to innovate meal delivery solution that eliminates the root causes of waste in the current restaurant meal delivery paradigm.
- Created and owned all project documentation, business plan, charter, roadmap, scope, budget, Gantt charts.
- Identified key advisors and built advisory board.
- Conducted investor pitch meetings and raised \$500k to support pre-Seed stage project development.

Dirty South Deli; (Multiple Units) Washington, DC**Jan 2017-Dec 2022**

DSD is an award winning multi-site fast casual sandwich concept.

Co-Owner

- Negotiated and managed six figure asset purchase agreement and transition plan for restaurant, café, and food truck fleet serving Southern style cuisine.
- Managed post acquisition activities resulting in 90% retention of employees with no drop off in performance.
- 15% increase in revenue because of strategic planning and execution of off premise sales strategy.
- 30% increased throughput through redesign of production line.
- 70% reduction in labor cost per unit through overhaul of production process.
- 10% increase in repeat customers through data driven marketing campaign.
- 25% increase in sales after adjusting go-to-market strategy in response to pandemic closure of retail locations.
- 90% reduction in inventory carry cost due to designing and implementing Kanban system for just in time inventory.
- 60% reduced complexity of vendor management through strategic sourcing initiative.

East Coast Mobile Business Launchpad**Jan 2014-Apr 2019**

East Coast was a custom food truck manufacturer providing a full suite of offerings to support its customers providing design, financing, platform construction, and technology packages (POS, networking, and 3PD) serving customers worldwide.

Chief Operating Officer

- Upon engagement I navigated a production line shutdown due to liquidity issues to complete projects in progress at 85% OTD.
- 80% reduction in vendor debt through negotiation and cash flow management plan while maintaining customer service levels and OTD.
- 100% increase in sales year over year through risk management; identifying and mitigating risks related to operational inefficiency, inventory issues, market fluctuations, and employee morale.
- Redesign of mass customization production line achieving a 4X increase in project throughput and a 10% increase in OTD.
- 75% reduction in inventory carry cost due to redesign of inventory system.
- 5% reduction of COGS by consolidating materials sourcing to reduce complexity and standardize lead times.
- 20% reduction of WIP inventory through re-design and implementation of procurement process.
- Transitioned CRM system to Salesforce and led training of staff resulting in a 15% increase in deal conversion and improved CSAT.

- 4X increase in throughput and decreasing labor costs by 10% due to implementation of Microsoft Project for project workflow management.
- Led rebranding of company, overseeing creative consultants and marketing contractors which led to a 300% increase in web traffic, positioning the company as an industry leader.
- Increased sales pipeline by 30% through SEO leading to a 50% increase in CTR and 60% increase in average deal size.
- Served as corporate officer and contract administrator for over 300 contracts, successfully mitigated contract risk and ensured compliance and performance of terms.

The Aisling Group, LLC

Mar 2012-Feb 2019

The Aisling Group was a boutique management consulting firm focused on commercial real estate development projects in Northern Virginia.

Partner

- Developed strategies to support private sector clients in building key decision-maker relationships, achieving public policy goals, and building community reputations.
- Secured approvals for complex land use and re-development projects.
- Navigated complex stakeholder relationships to drive outcomes that rewarded all parties.

Fairfax County Board of Supervisors

Feb 2009-Mar 2012

Office of highest ranking elected official in the largest County in Virginia.

Policy Director, Office of The Chairman

- Led a staff and budget to advise the chair on all policy decisions and act as the primary liaison for state and federal officials.
- Incepted and convened working group of department heads to break down interagency silos and streamline delivery of services for residents.
- Developed and executed strategic plan to advance the political influence of the office resulting in increasing margins of victory in each re-election cycle.

***Prior Experiences:** Executive Director: Fairfax Victory 2011 PAC, Field Director: Gerry Connolly for Congress, Lead Citizen Outreach Director: The Fund for Public Interest Research*

Degree: BA Human Ecology, Prescott College

Technologies: Microsoft Project, HubSpot, Salesforce, Trello, QuickBooks, Python, Streak

Professional Certificates:

Google: Project Management

Google: Agile Project Management

Rutgers University: Supply Chain Logistics

Wharton Online: Foundations & Applications of Financial Technology Specialization