

Professional Bio -

Amanda Giacobassi



Full Name & Specialization

Amanda Giacobassi - Fractional COO | Strategy & Operations

Location/Hours

Madison, Wisconsin, USA. Central Time.

Current Role(s) & Services

Amanda specializes in aligning business objectives to operations strategy and execution. She has over 10 years' experience building teams and business systems that are performant, scalable, and robust. Today, she works as an operations leader for a RevOps consulting start-up.

Areas of Expertise

- Business strategy development and operationalization
- Project management, client management, and people management



- Internal operations, including HR, hiring, enablement, and process alignment
 - RevOps process development and technical implementation
 - Tactical and executive business reporting
 - Data architecture and governance
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Industries Served

- B2B SaaS
 - Manufacturing
 - Healthcare
 - Financial Technology and Services
 - Aviation and Transportation
 - B2B and B2C Commercial Goods
 - Education
 - Start-ups to Fortune 500
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Professional Summary

Amanda is an operations strategist, speaker, and executive. She has led cross-functional teams through large, multi-phase release cycles, developed enablement and change management practices, and designed leading-edge, scalable business systems for startups and Fortune 500 companies. She believes in the power of people, process, and technology, and how operations can unite the three.

Amanda specializes in designing and executing internal processes that align with corporate objectives. Amanda helps businesses when they have a product on the market, but lack flawless execution across their teams. Missed communications, inconsistent outcomes, junior staff, lack of visibility, and turnover are all areas of focus for Amanda. She works with individual contributors and leadership to enable



strong work management and communication habits. She can advise on how to structure internal data to stream and batch information across the organization.

Amanda is an avid enjoyer of the outdoors, cooking, art history, and traveling with her husband, children, and dog.

Key Achievements or Results

- 90-day implementation of scalable business processes within a start-up. Includes the creation of new business artifacts: org chart, manager coaching, 1-1s, quarterly and annual reviews, eNPS surveys, career development and compensation framework, structured internal meetings with agendas, intranet for process documentation, playbooks, work methodology, team-wide enablement, contract writing methodology, internal communication standards, SLAs across teams, client SLAs, standardization of documentation and time logging practices, and internal reporting.
- 6 month implementation of an enterprise virtual tradeshow including: platform configuration for 200+ live sessions, gamification dependent on membership tier, referral tracking, three bi-directional integrations to track web activities, connect to CRM and connect to marketing platform, 100+ registration invitation, confirmation, and reminder emails across multiple audiences and languages, and leading a team of 60 people across 4 departments to deliver an on-time registration portal and event portal.

Personal Insight

Leading by example and radical candor are essential to Amanda's leadership style. She believes that the best teams have leaders who champion process and have a "do as I do" mentality. This methodology sets an example for others and brings a tide that lifts all boats.



Contact Info / Website / LinkedIn

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