

GREGORY BRAGG

818-438-8261 | gregorybragg@me.com | [LinkedIn Profile](#) | [Website](#)

Chief Operating Officer | Vice President | P&L Leadership | Operational Transformation

Revenue-focused Chief Operating Officer and senior executive with a proven record of scaling founder-led and private equity-backed organizations through operational discipline, P&L leadership, and enterprise-wide transformation. Experienced in professionalizing operations, building scalable systems, and leading cross-functional teams across construction, aerospace manufacturing, and global media services. Trusted partner to founders, investors, and executive stakeholders, known for driving profitable growth, strengthening accountability, and building durable platforms for long-term scale and exit readiness.

VALUE CREATION & OPERATING LEVERS

- Full P&L Ownership & Growth
- Revenue Growth Strategy
- Sales Pipeline Acceleration
- Founder-to-Scale Transitions
- Private Equity Integration & Governance
- Operating Cadence, KPIs & Dashboards
- Business Systems & Process Build-Out
- Contract Negotiation, Risk & Compliance
- Executive Sales Leadership
- Team Development & Accountability

PROFESSIONAL EXPERIENCE

Chief Operating Officer – Revenue, Sales & Business Operations Brennan Construction – Fight On Investments Inc.

07/ 2021 – Present

Real Estate Development & General Construction Services | Served as partner to the founder, leading enterprise operations and performance across sales, finance, HR, IT, legal, contracts, and compliance.

- Owned full P&L and enterprise operations across sales, finance, HR, IT, legal, contracts, and compliance, building financial discipline and scalable systems to support growth.
- Drove 20x revenue growth over four years by restructuring the sales pipeline, strengthening contract strategy, and realigning operations around profitable execution.
- Secured \$75M in new residential construction contracts within the first 12 months, accelerating post-investment growth and expanding the company's revenue base.
- Led private equity integration efforts by aligning reporting, controls, governance, operating cadence, and executive visibility with investor expectations.
- Rebuilt policies, procedures, governance, and operating practices to reduce risk and support scalable growth.
- Established leadership accountability, standardized performance metrics, and strengthened organizational culture during a period of rapid growth and operational change.

Vice President, Manufacturing & Facility Advanced Coating Technologies, Inc.

08/2018 – 07/2021

Aerospace, Defense & Automotive Manufacturing | Senior onsite executive leading sales, operations, production, HR, and organizational performance across North America.

- Led sales, operations, production, and HR across North America in a highly regulated aerospace, defense, and automotive manufacturing environment.
- Delivered 25% revenue growth within the first 12 months through sales execution, operational discipline, and expanded market penetration.

- Dedicated significant leadership focus to business development, sales strategy, customer expansion, and relationships with large manufacturers.
- Leveraged ISO9001, AS9100, and FFL certifications to enter new aerospace, defense, and performance automotive programs.
- Strengthened compliance, quality systems, leadership structure, and production accountability to support scalable growth.

Chief Operating Officer & Multi-Unit Franchise Owner

08/2016 – 11/2019

JARB Inc - iLovekickboxing.com

Boutique Fitness Studios | Founder and multi-unit franchise owner responsible for site selection, buildout, launch, operations, staffing, marketing, customer acquisition, and unit-level profitability.

- Founded and operated 5 franchise locations within the first 3 years, owning full P&L, staffing, marketing, sales, customer acquisition, and daily operations.
- Sourced and evaluated new locations, negotiated tenant improvement buildouts, and led studio launches from site selection through opening.
- Implemented standardized operating procedures, performance metrics, and local marketing strategies to improve unit economics, operational consistency, and scalability.
- Focused early-stage operations on accelerating profitability, strengthening member acquisition, and building repeatable systems across multiple locations.

Vice President, Global Sales & Marketing

11/2012 – 01/2016

Bexel Global Broadcast Services

Global Broadcast Services & Equipment Rentals | Executive leader responsible for global revenue growth, market expansion, sales strategy, marketing leadership, and enterprise client partnerships.

- Led global sales and marketing organization managing \$70M+ in annual revenue across the USA, LATAM, and EMEA.
- Delivered \$10M in first-year EMEA growth and \$2M growth in LATAM through targeted expansion and client development strategies.
- Increased closed sales by 30% by revamping CRM systems, standardizing sales processes, and improving pipeline management.
- Negotiated and delivered an \$8M single-month international broadcast contract supporting the Pope's visit to Ecuador.
- Managed strategic partnerships with major clients including ESPN, FOX Sports, MLB, NFL, NBA, and top-tier production companies.

Director of Rental Sales – North America

11/2009 – 11/2012

Bexel Global Broadcast Services

- Led sales and business development operations across 14 U.S. locations, managing distributed teams, regional performance, and revenue execution.
- Developed and implemented structured sales training programs to strengthen team confidence, improve sales effectiveness, and create greater consistency across locations.
- Expanded the global reach of used-equipment sales by modernizing e-commerce platforms, improving sales channels, and increasing market accessibility.

EDUCATION

Master of Science, Business Leadership Grand Canyon University – Phoenix, AZ

Bachelor of Arts, Organizational Leadership Woodbury University – Los Angeles, CA