

Gregory Bragg

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COO, CRO, VP, GM – Revenue & Business Operations

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Summary

Accomplished executive leader with a proven record of driving revenue growth, operational excellence, and organizational transformation across construction, real estate development, manufacturing, aerospace, rental services, and multi-site operations. Brings extensive experience leading sales, operations, business development, marketing, and cross-functional teams while delivering sustainable financial performance and scalable business growth.

Recognized for building high-performing organizations through strategic planning, disciplined execution, and servant leadership, I create cultures grounded in trust, accountability, and collaboration. I believe that exceptional business results are achieved by investing in people, empowering teams, and fostering an environment where integrity, respect, and continuous improvement guide every decision.

Known for leading by example, I successfully align operational strategy with organizational objectives, improves customer experiences, develops future leaders, and drives meaningful change during periods of growth, transformation, and acquisition. My leadership philosophy emphasizes doing what is right for employees, customers, and stakeholders while creating organizations that are both financially successful and purpose-driven.

Industry

Construction and Real Estate Development:

I have provided executive leadership for residential construction, renovation, and real estate development organizations with responsibility for business operations, sales, finance, human resources, compensation, and organizational policy. My experience includes overseeing property rehabilitation, ground-up construction, tenant improvements, lease negotiations, project financing, and portfolio management. By implementing disciplined operating systems and performance accountability, I have helped organizations improve operational execution while positioning them for sustainable growth.

Manufacturing & Aerospace:

As Vice President of Manufacturing & Facility of a performance coating services company serving the aerospace, defense, automotive, and industrial manufacturing markets, I led a comprehensive business transformation focused on operational excellence, quality, and revenue growth. Working within ISO 9001, AS9100, and Federal Firearms License environments, I implemented more than 100 operational and process improvements that increased efficiency, strengthened organizational accountability, and contributed to a 70% increase in revenue during my first year of leadership.

Rental Sales & Services:

My career includes more than two decades of executive leadership within the broadcast equipment rental and technical services industry, supporting major television networks, live events, sports, and international productions. My experience spans operations, engineering, logistics, inventory management, global sales, and marketing. I successfully led the evolution of the organization from a transactional, order-taking culture to a proactive, consultative sales organization while expanding business throughout North America, Latin America, Europe, the Middle East, and Africa.

Multi-Site Operations:

I have successfully led organizations operating across multiple domestic and international locations, providing executive oversight for operations, sales, human resources, finance, and customer service. My experience includes standardizing business processes, developing leadership teams, implementing performance metrics, and creating scalable operating models that ensure consistency, accountability, and exceptional customer experiences across geographically dispersed operations. Whether managing corporate offices, manufacturing facilities, distribution centers, or service locations, my focus has always been building organizations capable of delivering consistent operational excellence.

Leadership

My leadership philosophy is founded on servant leadership—the belief that exceptional organizations are built by investing in people first. I lead by example, developing high-performing teams through trust, accountability, and respect while creating a culture where individuals are empowered to grow personally and professionally. Throughout my career, I have successfully guided organizations through periods of transformation by aligning people, processes, and purpose to achieve sustainable business results. I believe that organizational success is measured not only by financial performance but also by the positive impact we have on our employees, customers, and communities.

Business Services:

I have extensive executive experience leading business operations across finance, human resources, sales, purchasing, policy development, and organizational strategy. My approach combines operational discipline with strategic planning to improve efficiency, strengthen organizational structure, and position companies for long-term growth. I have successfully redesigned business processes, implemented scalable operating systems, and built organizational frameworks that support both rapid growth and operational excellence.

Revenue Growth:

Driving profitable revenue growth has been a consistent focus throughout my career. I have led organizations through revenue transformation by strengthening sales execution, improving customer engagement, expanding into new markets, and developing sustainable growth strategies. Whether building new business opportunities, restructuring sales organizations, or improving operational performance, my focus remains on creating measurable financial results while delivering exceptional value to customers.

Global Sales & Operations:

Having led global sales and operational organizations throughout the United States, Latin America, and Europe. I understand how to align diverse teams around common objectives while navigating varying business environments and cultures. My experience includes developing international market strategies, leading cross-functional organizations, improving operational performance, and transforming sales organizations from transactional order-taking teams into proactive business development organizations capable of delivering sustained global growth.

Marketing:

I believe successful marketing begins with understanding the customer and aligning brand strategy with business objectives. My marketing leadership experience includes corporate branding, digital strategy, field marketing, website development, customer engagement initiatives, and sales enablement. By integrating marketing with sales and operations, I have helped organizations strengthen their market presence, improve customer acquisition, and create consistent messaging that supports long-term business growth.

Mergers & Acquisitions:

My M&A experience includes participating in acquisition strategy, operational due diligence, revenue assessment, and post-acquisition integration. I have worked alongside executive leadership teams to evaluate growth opportunities, develop revenue integration plans, and successfully incorporate acquired businesses into existing operations. My focus has always been to preserve customer relationships, maximize revenue opportunities, integrate teams effectively, and ensure business continuity while capturing the strategic value of each acquisition.

Leadership Philosophy Statement

I believe leadership is a responsibility to serve others. My leadership philosophy is grounded in leading by example, building trust through integrity, and creating an environment where people are empowered to succeed. I am committed to fostering a culture of respect, accountability, collaboration, and continuous improvement.

I believe the strongest organizations are built when leaders invest in their people, recognize individual contributions, and hold themselves to the same standards they expect of others. I celebrate success, provide constructive coaching when improvement is needed, and address behaviors that are inconsistent with our values or diminish the strength of the team.

Every decision I make is guided by what is right for our employees, customers, stakeholders, and the communities we serve.

What I Believe:

- Our responsibility to stakeholders extends beyond financial performance; our people, customers, and communities should be at the center of every decision.
- Character is demonstrated by how we treat one another, especially during challenging times.
- Strong organizations are built on trust, transparency, accountability, and mutual respect.
- Leadership is measured by the success, growth, and development of those we lead.

What I Value:

Integrity - Doing what we say we will do. Credibility is earned through consistency, accountability, and ethical leadership.

Communication - Open, honest, and timely communication builds alignment, minimizes mistakes, and strengthens relationships.

Trust - Trust is the foundation of every successful team and every lasting business relationship.

Respect - Every individual deserves to be treated with dignity, professionalism, and appreciation for their contributions.

What I Expect:

- A positive, solution-oriented mindset.
- Ownership, accountability, and personal responsibility.
- Honest and respectful communication at every level of the organization.
- Active collaboration and continuous improvement.
- Decisions that reflect our mission, values, and long-term objectives.
- A commitment to supporting teammates and contributing to organizational success.

What I Will Not Tolerate:

- Dishonesty or behavior that compromises integrity.
- Poor attitudes that negatively affect team performance or workplace culture.
- A lack of accountability or unwillingness to accept responsibility.
- Actions that conflict with our organizational values or undermine the success of others.

Conscious Capitalism

I believe that long-term business success is achieved by balancing financial performance with a genuine commitment to people, purpose, and ethical leadership. A healthy business culture operates with integrity, treats employees with respect, delivers exceptional value to customers, and creates positive outcomes for the communities it serves.

Profit is essential to the sustainability and growth of any organization, but it should be the result of creating value—not the sole purpose for making decisions. Organizations that invest in their people, foster trust, encourage innovation, and uphold strong ethical standards consistently outperform those focused only on short-term financial gains.

As a leader, I strive to build organizations where accountability, transparency, and respect are embedded in the culture. I believe leaders have a responsibility to create an environment where employees feel valued, empowered, and connected to a meaningful purpose. When people understand how their work contributes to the organization's mission, they are more engaged, collaborative, and committed to delivering exceptional results.

Conscious capitalism is not about choosing between doing well and doing good - it is about recognizing that sustainable profitability and responsible leadership are mutually reinforcing. By creating value for employees, customers, partners, shareholders, and the broader community, organizations build stronger relationships, greater resilience, and enduring success.

Community

California Parent Teacher Association

President, Washington Elementary
Member

Burbank Unified Schools

2005 to 2007
2005 to 2025

City of Burbank Traffic Commission

Commissioner
Vice Chairperson

City of Burbank

2009 to 2013
2012 to 2013

American Youth Soccer Organization-AYSO

Regional Coach Administrator
Volunteer Coach

Region 254 & Area 10, Burbank

2011 to 2014
2009 to 2014

Little League International Baseball / Softball

Coach Softball Division
Coach Baseball Challenger Division

Glendale & Burbank, CA

2009 to 2017
2005 to 2007

Burbank High School Softball Booster Organization

Board Treasurer
Board Secretary

Burbank High School

2020 to 2021
2019 to 2020