

From Client to Interim COO:

A Journey of Growth, Leadership, and Lifelong Learning

As told to: *Executive Profiles Corporate Journalism Team*

Featuring: **Monique Alexis Ortiz**, *Interim Chief Operating Officer*

FFS Companies Ltd.

Eleven years ago, I was introduced to Family Financial Strategies as a client seeking guidance, direction, and a better understanding of how to build a stronger financial future. At the time, I could not have imagined that one day I would have the privilege of serving as the Interim Chief Operating Officer and helping lead an organization dedicated to transforming lives through financial education, business development, leadership development, and wealth management.

My journey with FFS is a testament to something I firmly believe: growth happens when we remain committed to learning, adapting, and serving others.

| The Power of Being a Student First

One of the greatest lessons I have learned throughout my career is that leadership begins with humility. Before becoming a leader, you must first become a student.

Over the past eleven years, I have had the opportunity to learn under the guidance of Pedram Abraham Mehrian, whose mentorship has challenged me to think differently, expand my perspective, and continuously improve. His leadership, vision, and commitment to developing others have taught me that success is not built on knowing everything, it is built on a willingness to learn something new every day.

Whether it is understanding business operations, leadership development, client service, strategic planning, wealth management principles, or organizational systems, every lesson has contributed to my professional growth and helped shape the leader I am becoming today.

| Adapting to Change and Embracing Growth

Transitioning from client to team member and eventually into a leadership role has been both rewarding and transformative. Every stage of this journey has required me to adapt, learn, and grow.

As our organization continues to evolve, I have embraced new systems, technologies, operational processes, and team dynamics. Learning how different departments work together to serve clients effectively has deepened my understanding of what it takes to build a successful and sustainable organization.

"Growth occurs outside of your comfort zone."

The willingness to embrace change, remain coachable, and continuously improve has allowed me to contribute more effectively to our team while developing new skills that will serve me for years to come.

| What I Bring to the Table

My professional background has provided me with experience in sales, customer service, business development, operations, and relationship management. Throughout my career, I have learned how to connect with people from diverse backgrounds, identify challenges, and help create meaningful solutions.

At FFS, I strive to bring:

- A commitment to operational excellence
- A passion for leadership and team development
- A growth-oriented mindset
- Strong communication and relationship-building skills
- A focus on efficiency, accountability, and continuous improvement
- A genuine desire to serve others

Most importantly, I bring the perspective of someone who has personally experienced the value of mentorship, education, and strategic guidance. Having started as a client, I understand firsthand the impact that proper planning and professional support can have on an individual's future.

| Helping Others Build Their Future

One of the most rewarding aspects of my role today is the opportunity to help others pursue their goals.

What began as a journey focused on my own personal and financial growth has evolved into a passion for helping business owners, professionals, families, and entrepreneurs build stronger foundations for their futures.

At FFS, we do more than provide services. We educate, empower, and guide individuals toward making informed decisions about their businesses, leadership development, and wealth-building strategies.

Whether someone is looking to strengthen their business operations, develop leadership skills, create long-term financial strategies, or position themselves for future growth, our mission remains the same:

To help people create clarity, confidence, and lasting success.

| Lessons I've Learned Along the Way

If there is one lesson I hope readers take away from my journey, it is this:

Keep moving forward, regardless of where you are today.

Life, business, and personal growth are not always linear. There will be challenges, setbacks, moments of uncertainty, and times when progress feels slower than expected. What matters most is not how quickly you reach your goals, but your willingness to keep going despite the obstacles.

Throughout my journey, I have learned that perseverance is one of the most valuable qualities a person can develop. Success is not built overnight. It is built through consistent effort, continuous learning, and the determination to improve day by day.

Never stop investing in yourself. Continue learning. Continue growing. Continue seeking knowledge and guidance from those who have walked the path before you.

Every experience—whether positive or challenging—contains a lesson that can help you become stronger, wiser, and more capable.

The people who achieve lasting success are often not the most talented or the most fortunate; they are the ones who refuse to give up on themselves and remain committed to becoming better than they were yesterday.

Growth is a lifelong journey, and every step forward matters.

| Looking Ahead

As I continue my journey with FFS, I remain committed to learning, growing, and serving at a higher level.

I look forward to expanding my knowledge of business operations, leadership strategy, organizational development, client experience, and wealth management principles. I am excited to continue working alongside a team that is dedicated to making a meaningful impact in the lives of the individuals, families, and businesses we serve.

Most importantly, I hope to continue paying forward the guidance, mentorship, and opportunities that have been invested in me over the past eleven years.

My journey from client to Interim Chief Operating Officer serves as a reminder that growth is possible when we remain committed to learning, open to change, and willing to serve others.

The path may not always be predictable, but with the right guidance, mindset, and dedication, extraordinary opportunities can emerge.

And for me, this journey is only the beginning.

Monique Alexis Ortiz

Interim Chief Operating Officer

FFS Companies Ltd.

"Leadership is not about having all the answers. It is about continuously learning, serving others, and helping others reach their fullest potential."