

Heather Potter

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[linkedin.com/in/heatherpotter13](https://www.linkedin.com/in/heatherpotter13) • Dallas, TX

Driven Entrepreneur and Professional

Detail-oriented, growth-focused, and results-driven professional with comprehensive experience in designing / executing organization's operating policies / procedures as well as planning / managing programs, complex projects, and IT / business operations from inception to completion within quality, scope, time, and budget. Proven track record of devising / executing robust business strategies, setting comprehensive goals, supervising work of executives, evaluating performance, and promoting company culture / vision. Instrumental in interviewing / hiring staff, as well as preparing financial data, managing budgets, and minimizing expenditures. Recognized for leading, monitoring, and supervising multifunctional teams as well as multitasks in a deadline-driven, challenging, and fast-paced environment to achieve desired goals. Skilled at fostering / maintaining professional relationships with clients, vendors, and stakeholders to enhance process, performance, productivity, efficiency, and organizational growth. Scrum certified product owner, out-of-the-box thinker, and creative problem-solver with exceptional interpersonal, leadership, communication, and analytical skills.

Areas of Expertise

- Strategic Planning & Analysis
- Auditing & Root Cause Analysis
- Policies & Procedures / Compliance
- Strategies Development / Execution
- IT/Business Operations Management
- Quality Assurance
- Financial Modeling
- Project Management
- Risk Factors Mitigation
- Budgeting & Forecasting
- Relationships Building
- Revenue Optimization
- Business & Data Analysis
- Client Service Management
- Documentation & Reporting

Professional Experience

COO & co-founder, ThrivED Together, Richardson, TX

2021 – Present

Serve as a co-founder, collaborating with mental health providers, specifically eating disorders for meal support. Engage in compiling financial reports, developing / implementing business strategies, and optimizing organization's operational capabilities.

- Created website, marketing materials, Google/Facebook Ads, location strategy, lease of office space, and all items related to setting up a new physical business location.
- Ensured smooth running of daily operations through therapists and dietitians' team.
- Increased efficiency by overseeing staff, payroll, and social media marketing efforts.

CEO & founder, Alexander Round, Dallas, TX

2020 – Present

Establish consulting business from the ground up utilizing my network to work with numerous organizations from start-ups to large corporate entities. Plan and supervise IT projects, including O365 migration for 1200 users and domain migration for large corporate entity.

- Supported startups with marketing, policy creation, and setting up HubSpot for organization as well as additional coaching for young entrepreneurs just starting their first company.
- Managed development and maintenance of numerous small business websites.
- Oversaw monthly reporting for an organization's CPA, related to bookkeeping and finances.

Vice President, Operations, Therapy Brands, Worked Remotely

2019 – 2020

[thera-LINK was acquired by Therapy Brands on 12/31/2018]

Carried-out key functions, such as creating presentations, business cases, and processes / procedures, aligned with overall business and board strategy. Managed and liaised with all general managers across portfolio regarding operational objectives, metrics, and needs. Reported directly to the COO.

- Achieved desired targets by steering significant efforts, meeting with clients across the portfolio, liaising with Customer Support and Success teams.
- Streamlined operations by implementing best practices from workflows and automations to reporting data sets.
- Ensured seamless workflow, while supporting company-wide operations initiatives across 16 brands.

Chief Operating Officer & co-founder, thera-LINK, Dallas, TX

2013 – 2019

Performed important operations, including formulating / monitoring budget / projections with CEO, organizing / attending conferences, and creating marketing materials / advertisements to promote business. Developed all knowledge articles / videos as well as collaborated with CTO on product development and product roadmaps.

- Improved customer satisfaction by providing proactive support. NPS score of 65+ when acquired.
- Enhanced organizational growth by devising and executing robust business strategies.
- Boosted productivity by fostering / maintaining professional relationships with vendor, partner, and clients.

Vice President of IT Operations, HKS, Inc., Dallas, TX

2004 – 2017

Executed proven expertise, while spearheading team of Audio and Visual experts for all company events. Supervised all office relocations and remodels globally and cooperated with operations teams on projects. Created and ensured IT Department strategy aligned with overall business. Worked directly for CIO and led all special projects and communication for the IT team.

- Managed approximately \$4M budget per year as well as signed and managed all IT contracts, including coordination with vendors and legal team.
- Smoothened process, while serving as a key member of business steering committee.

- Oversaw global business by directing team of infrastructure, network, and security engineers.

Education & Credentials

- **Masters of Business Administration (MBA)**
Concentration in Information Technology, University of Texas at Dallas
- **Bachelor of Arts in Interdisciplinary Studies**
Overall interest in Communications / Gender Studies, University of Texas at Dallas
- **Certification Scrum Certified Product Owner**
Dallas, Mountain Goat

Technical Proficiencies

Microsoft Office Suite | WordPress | HubSpot | HIPAA Compliance | O365 Administration | Windows Administration
| SharePoint | Zendesk | Mac OS