

JADE TRUONG

AI & Automation Transformation | Strategic Executive | Fractional CSO, COO & Chief of Staff

jadetruong.com

EXECUTIVE PROFILE

Strategic executive who tells companies what to automate, what to fix first, and what to stop paying to treat. Automating a broken process makes the break permanent, and most automation programs are aimed at symptoms. Across eleven industries, carrying \$1.18B in value delivered and scope held within \$3.5B of Las Vegas development. Global reach spans 350M+ wireless subscribers, 18 countries, and 500M+ handsets, alongside hands-on transformation at company and division level. Independent advisor engaged by CEOs, boards, and investors; most recent operating role as COO and interim CEO of a multi-site surgical group, and fractional CSO, COO, and Chief of Staff across a 23-company portfolio. Trusted at CEO level for special projects, investor readiness, and Rhythm of Business. Runs a repeatable customer-insight-to-revenue method (Voice of the Customer and Voice of the Company) deployed at Microsoft, AT&T, and Webex. One throughline: locating where decisions bottleneck, then designing the automation and authority structures that let teams decide and move without waiting on approval.

SIGNATURE RESULTS

- \$1.18B in value delivered across eleven industries.
- Held scope within \$3.5B of Las Vegas resort and infrastructure development, with structural scope estimated at \$300M to \$425M in construction value.
- Automated 80% of customer support calls with natural language IVR during a merger, delivered concept to certification and launch in 4 months, saving over \$4M in year two (Nuance / Dictaphone).
- Owned game certification, micropayment, licensed content, and indie producer strategy plus the execution framework and roadmap across multiple teams in an Xbox division producing over \$200M in profit.
- Commercialized mobile care software on 500M+ handsets through OEM partnerships with Nokia, Samsung, and Motorola.
- Delivered eBay's first iPhone application plus a 13-country mobile site revamp within 6 months; eBay Mobile reported \$650M annual revenue and 200%+ revenue growth following the engagement.
- Produced \$32M in first-year sold revenue by rolling out online and mobile display advertising to 5,000 sales consultants across 22 major markets (AT&T Interactive).
- Engineered \$9.2M in sales growth for AT&T within three months by optimizing customer acquisition tools for the mMode mobile portal.
- Cut support backlog from 30 days to 2 days at Webex, lifted customer support satisfaction 58%, and improved international corporate account retention 23%.
- Hired 1,800 and retained 1,528 call center employees in 6 months at AT&T while standing up the care support portal and technology requisition system.
- Delivered patient-controlled health data portability, HIPAA-compliant encryption, tablet-based clinical workflow, and voice-to-data transcription in a single suite, ahead of federal interoperability and patient-access mandates.
- Raised \$41M across two ventures: \$30M in first-round funding plus 8 major corporate contracts for an LED wafer manufacturer, and \$11M in startup investment driven by adoption of an open-source practice management suite across 138 active practices.
- Increased profit over 230% and revenue over \$4.2M at a multi-site LASIK group through a luxury repositioning from \$299 to \$2,999 per eye, plus \$3M in combined savings from advertising renegotiation and branch consolidation; promoted from VP Operations to COO to interim CEO.
- Reduced annual development costs by \$7M through an outsourcing program designed, negotiated, and implemented end to end.
- Guided operational recovery across a \$160M portfolio of 23 venture-backed and privately held companies.

CORE COMPETENCIES

Operational Transformation | Business Operations | Fractional COO | Chief of Staff | Technical Program Management
| PMO Design | Customer Experience & Care Operations | M&A and Merger Integration | Vendor & Outsourcing

Management | SLA Negotiation | Process Automation | KPI & OKR Systems | Rhythm of Business | Executive Reporting & Dashboards | Product Operations (MRD, PRD, Roadmap) | Partner & Channel Strategy | Investor Relations & Capital Raise | Healthcare & Practice Operations | HIPAA Compliance | Health Data Interoperability & Patient Data Portability | Data Security & Encryption Oversight | Contract, SOW & Proposal Negotiation | Change Management | Offshore & Distributed Team Leadership | Salesforce | ISO 9000

PROFESSIONAL EXPERIENCE

Independent Practice

AI & Automation Advisory | Five years to present

- Five years working with large language models, delivering automation and platforms into live operations both internally and for clients.
- Delivered a Chief of Staff application, CRM systems, and internal and external platforms and sites from architecture through launch and adoption.
- Automated lead flow, vendor management, and partnership operations, targeting the recurring processes where companies lose weeks each quarter.
- Automated investor research, replacing manual diligence gathering with systems that surface what matters ahead of the meeting.

Consultant, Fractional COO & Chief of Staff

Ventures Investment Counsel LLP | 2015 to 2023

- Provided fractional COO and Chief of Staff guidance across a \$160M portfolio of 23 companies, engaged by venture and private investors to return operationally stalled businesses to plan.
- Provided fractional strategic consulting directly to venture capitalists and private investors as well as to their portfolio companies, spanning investment diligence, go and no-go counsel on prospective commitments, and operational recovery.
- Recommended against a nine-figure commitment to a prospective investment after identifying unrecoverable operating cost structure and reputational exposure. The investor withdrew.
- Led CEO special projects spanning product visioning, executive communications, board and investor preparation, and follow-up.
- Established the firm's Legal Operations infrastructure, covering legal opinion workflow, client care, OKRs, and urgency-based triage of client needs.
- Advised the CEO on internal team restructuring and renegotiation of professional services contracts.
- Consolidated conflicting traditional and digital marketing plans into an integrated cross-functional structure measured on KPI attainment, cost efficiency, and customer care quality.
- Directed corporate rebranding with the executive committee across retail and operations.
- Consulted on a Salesforce vendor management portal for vendor selection and relationship tracking, saving approximately \$4M annually.
- Delivered ongoing client support across strategic planning, project management, operational efficiency, systems streamlining, cross-functional collaboration, action planning, team management, and human resources.

Client identities and client-level financial outcomes are covered by confidentiality agreement.

Co-Founder & Director of Strategy, Partnerships & Development

A Child Unchained (Nonprofit) | 2011 to 2017

- Co-founded and scaled the organization from concept through operational maturity over six years.
- Oversaw development of five boarding schools for children rescued from trafficking, providing vocational training, health care, housing, therapy, community support, clothing, and food.
- Raised more than \$1M and supported more than 2,000 children affected by human trafficking.
- Managed donor, sponsor, community leader, and strategic partner relationships to extend organizational reach.
- Directed organizational planning, partnership development, fundraising, benefit campaigns, and the digital presence.
- Spoke at public events on global child trafficking and the protection and rehabilitation of vulnerable children.

Head of Operations

RapidFish Mobile & Mobile Breakthru | 2006 to 2011

Ran operations and delivery for a mobile strategy and engineering consultancy. Managed outsourced development, QA, and UX teams across concurrent enterprise engagements. Clients included eBay, PayPal, AT&T, Apple, Microsoft Mobile, Nuance, Verizon (via Medio Systems), iPass, and Yellow Pages.

Nuance / Dictaphone merger (2006 to 2009)

- Automated 80% of customer support calls using natural language IVR, containing churn through the merger and saving over \$4M in year two; delivered from product conception to certification and launch in 4 months.
- Developed product strategy and distribution plans addressing 350M+ wireless subscribers across 18 countries and 50+ handsets and platforms.
- Planned, negotiated, and implemented an outsourcing program that reduced annual development costs by \$7M.
- Enabled OEM partnerships with Nokia, Samsung, Motorola, and others to embed mobile care software, commercializing client software on 500M+ handsets.
- Managed roadmap integration for the SnapIN acquisition and authored PRDs for a natural language mobile care product line.

eBay mobile strategy (2008 to 2009)

- Directed oversight and communications across roughly 24 internal, partner, and contractor teams covering design, development, QA, and delivery of eBay's mobile strategy.
- Launched eBay's first iPhone application and a mobile web revamp across 13 countries within 6 months of engagement.
- eBay Mobile reported \$650M annual revenue in 2009, a 200%+ increase since the engagement began.
- Managed the port of eBay Mobile to 75+ device models across Windows Mobile, S40, S60, RIM, and other closed platforms.

AT&T Interactive (2009 to 2011)

- Guided launch of online and mobile display advertising products across major US markets, reaching 5,000 sales consultants in 22 major markets and national channels with \$32M sold revenue in year one.
- Led the strategic marketing initiative for the consumer web portal and the rebranded Voice of the Company program, producing a 21% sales increase across AT&T Interactive and AT&T Mobile.
- Partnered with Turn, AdMarvel, and Velti to operationalize advertising platforms across national and local channels.
- Defined product requirements and launched the Accertify fraud detection solution for YP.com Earn Per Call lines of business.
- Developed advertising network and vendor partnerships that converted AT&T subscription products to performance-bidded and freemium models.

Medio Systems / Verizon (2007 to 2008)

- Led development and delivery of a catalog and news search application driving incremental revenue for Verizon's Get It Now content store.
- Delivered voice recognition through an NLP partner and a machine-learning-trained mobile news index, searchable by text and voice.
- Distributed as a pre-loaded application on over 50% of Verizon's handset portfolio.

iPass and cross-client work

- Reconfigured the iPass connectivity client strategy for enterprise and carrier customers, simplifying the applications and pursuing hotspot data partners across 2.2M global wi-fi hotspots.
- Negotiated SLAs with corporate clients and identified strategic offerings that reduced their outsourcing and development costs.
- Owned business cases, MRDs, PRDs, market research, competitive analysis, and usability programs across client accounts.
- Delivered all engagements on time, in scope, and on budget with weekly stakeholder collaboration.

VP Operations, promoted to COO, then Interim CEO

Multi-Site LASIK Surgery Group (name withheld) | 2006 to 2008

- Acted as CEO while the board determined long-term company strategy, after promotion from VP Operations through COO.
- Planned and directed operational, marketing, and sales goals on behalf of the CEO and board of directors, serving as the point of contact between top management, employees, the board, and partners.
- Increased profit over 230% and revenue over \$4.2M through a full luxury repositioning, moving pricing from \$299 to \$2,999 per eye and shifting advertising off price competition toward athletes, technologists, and high performers.
- Redesigned the end-to-end patient experience as a five-star environment: refurbished branches, pre-procedure massage, warm blankets, infused water, and a post-procedure decompression room; retrained appointment setters and inbound call center teams on a low-pressure luxury approach.
- Eliminated non-performing advertising and renegotiated contract rates for \$1.2M in cost savings.
- Closed 3 non-performing branches for approximately \$1.8M in annual savings and redirected marketing budget into performing locations for strategic expansion.
- Negotiated endorsement agreements with athletes and local celebrities.
- Directed strategic brand direction including corporate goal reorganization, business plans, competitive analysis, market research, and rebranding strategy.

Held concurrently with ongoing independent consulting engagements.

Senior Program Manager & Program Consultant

Microsoft (contract engagements via Volt Professional Enterprise Services and partner consultancy) | 2003 to 2008

Xbox 360 and Windows Live

- Negotiated with vendors and game developers, defined certification requirements, and structured the vendor selection committee for the Xbox 360 and Windows Live platform partner certification program.
- Partnered with the certification team on licensing, testing, and recertification fee structures to maximize program profitability.
- Created the end-to-end indie partner engagement strategy for Xbox spanning education, onboarding, events, and QA.
- Set the initial strategy for micropayments in the Xbox ecosystem, approved and launched within 4 months of pitch.
- Developed and delivered cross-platform game certification, micropayment, and indie producer recruiting strategies, plus the Xbox licensed content strategy, execution framework, and full roadmap, supervising multiple teams inside an Xbox division producing over \$200M in profit.
- Delivered the end-to-end certification testing and content licensing business: process, frameworks, documentation, guidelines, escalation paths, communications, vendor management, testing protocols, and the support framework for game publishers.
- Collaborated daily across finance, account management, technology, engineering, marketing, planning, game quality, legal, sales, development, testing, operations, Microsoft Licensing, and the Executive Office, alongside external partners, vendors, and game publishers.
- Represented the Xbox organization at industry events, educating internal and external partners on certification program policy and launches.

MSN and company-wide planning

- Launched a comprehensive best-practices product planning platform for MSN with senior directors, coordinating business planning, strategy, and division vision.
- Interfaced with 50 department heads across Microsoft divisions, then delivered templates, a continuous-improvement framework, and a SharePoint-based internal planning platform back to MSN.
- Created and ran the strategic business planning process for 35+ MSN products plus three acquisitions, requiring buy-in across 100+ teams.
- Delivered 38 streamlined business product plans and a three-year global roadmap, presented to Bill Gates and approved.
- The process framework was adopted beyond the commissioning division by two Windows teams and a Microsoft program management group.
- Ran division-wide Voice of the Customer campaigns on churn drivers; then-EVP Blake Irving called the resulting insight guide the most comprehensive customer insight work he had seen.

- Launched Microsoft's company-wide Program Management Training Platform, interviewing top program managers, coordinating best-practice initiatives with vendors and partners, and managing stakeholder requirements across every department.

Office and Search

- Delivered a best-practices project management platform for the Office team, including an internal site with submission forms, feature request management, bug testing, planning templates, and cross-team collaboration processes.
- Replaced ten-page status decks and Gantt charts with daily red, yellow, and green executive dashboards with drill-downs, adopted in management and leadership reviews.
- Automated triage and auto-assignment of internal Bing research requests, reducing backlog by over 21 days and cutting average turnaround from weeks to 3 to 4 business days.

Zune and Mobile

- Created targeted consumer marketing programs and two-year marketing plans for Zune.
- Designed a Zune-style UX carousel for experimental smartphone handsets in Microsoft Mobile's push against iPhone share, launched across 8 devices.
- Reworked the UX pitch deck for Razr and Vertu as they pursued a luxury-branded ecosystem for high-end handsets.

EARLIER CAREER

Several engagements in this period ran concurrently as independent consulting. Dates available on request. Detail expanded in role-targeted versions of this resume.

Volt Professional Enterprise Services | Head of Partner Engagement

- Pitched, negotiated, and landed the outsourced QA and game certification program for Microsoft, Volt's largest client, then established the offsite testing facility end to end.
- Authored and negotiated the second QA contract directly, expanding the engagement after the first program delivered.
- Owned the Microsoft client relationship and staffing requirements, developing hiring manager relationships and sourcing pipelines against demand.
- Managed the game tester team across interviewing, vetting, hiring, training, and employee development, with results reported back to Xbox.
- Held standing reviews with Microsoft hiring managers to hold client satisfaction against staffing commitments.
- Ran ongoing user impact studies to advance the development and deployment process.
- Designed escalation processes that resolved hot issues rapidly and closed them out with the client.

NomaData | Vice President of Operations

- Launched the first open-source practice management suite spanning private medical, dental, and chiropractic practices, reaching 138 active practice users; converted that demand into \$11M in startup investment to scale the business.
- Directed a security team on patient data portability and encryption as the architectural priority, delivering HIPAA compliance ahead of the compliance deadline and structuring records to travel with the patient rather than the practice.
- Delivered patient-controlled record portability: patients carried their own records on portable media in a format practices could translate and ingest directly, roughly two decades ahead of federal patient-access and information-blocking mandates.
- Shipped the suite as a tablet-based system with integrated voice-to-data transcription, predating mainstream tablet clinical workflows by a decade.
- Contributed to early XML-based HIPAA compliance standards work alongside a collaborating engineering team.
- Managed the core suite of technical project-based services for clients spanning custom application development, networking, IT support, and project management.
- Set business objectives, developed product and service lines, and defined measurable goals and milestones against the business vision.

- Directed custom software development teams for practice clients from design through implementation, training, and support.
- Leveraged advisory boards and professional society memberships to concentrate industry expertise inside the product roadmap.
- Produced competitor intelligence and market trend research covering product offerings, pricing strategy, customer sales cycles, sales volumes, and market penetration.
- Owned commercial operations: SLAs, contractual agreements, statements of work, contract negotiation, proposals, partnership agreements, web and audience engagement plans, budgets, and revenue reporting.

AT&T | Systems Analyst / Operations Manager; later Consultant, Voice of the Customer

- Hired 1,800 and retained 1,528 call center employees in 6 months for the Sacramento care center, streamlining hiring, training, and onboarding processes.
- Led development of the customer care support portal giving care representatives step-by-step guidance and authority to resolve up to \$2K per customer without oversight.
- Delivered the database for technology requisitions and new-hire equipment provisioning.
- Engineered \$9.2M in sales growth within three months by optimizing customer acquisition tools tailored to the mMode mobile portal.
- Returned later as consultant to rebuild the customer-facing care portal (MyCare) for streamlined self-service.

Cingular | Consultant, Merger Integration

- Supported customer care operations integration through the AT&T and Cingular transition.

Webex | Support Analyst / Project Manager

- Shadowed sales, engineering, server operations, technical support, account management, and training to map the full customer lifecycle, then documented top concerns directly with corporate accounts.
- Designed the cross-team communications and escalation framework, including automated outage and bug messaging that proactively alerted affected customers.
- Restructured the support organization with tier two and three promotions, eight additional support hires, and dedicated account support for top-paying customers.
- Delivered a comprehensive online support portal for both public customers and private corporate accounts, lifting customer support satisfaction 58% and improving international corporate account retention 23%.
- Reduced support backlog from over one month to 2 days, bringing turnaround inside contract SLAs and stabilizing the highest-value accounts.

Emitronix | Head of Operations / Investor Relations

- Ran LED chip wafer manufacturing operations from equipment sourcing through clean room setup and ISO 9000 certification.
- Authored the business plan with the CFO and founders, served as company spokeswoman, and secured \$30M in first-round funding plus 8 major corporate contracts.

Band of Angels / Pitch Fest | Startup Funding Consultant

- Coached portfolio startups on pitch decks, the funding process, team composition, and investor presentation. Clients went on to raise capital at pitch events.

Bomel Construction Company | Systems Analyst, promoted to Account Manager, then Project Manager

- Core project manager on structural concrete scope across major Las Vegas resort developments, covering foundation pours, parking deck pours, and hotel floor pours. Plumbing, electrical, and interior trades sat with other contractors.
- Worked directly with casino company boards, C-level executives, ownership stakeholders, investors, and the engineering and architecture firms of record throughout these developments.
- Structural scope across these developments represents an estimated \$300M to \$425M in construction value, based on standard structural cost ratios. Delivered on time and on budget, with variances confined to owner-driven scope changes.
- Managed major Las Vegas developments including Monte Carlo, McCarran Airport, Wynn Resorts, and the Caesars Palace expansion.
- Bellagio: hotel and parking structure within a \$1.6B resort, with casino scope and the fountains and frontage delivered by two other firms.

- General contractor on the entire Fremont Street Experience build, \$63M.
- Stratosphere: tower, hotel, and parking structure within a \$550M complex, with casino scope delivered by another firm.
- Paris Las Vegas: parking structure and casino within a \$760M complex.
- New York New York: general on foundation scope within a \$430M complex, from groundbreaking.
- Harrah's: general contractor on the \$100M expansion and renovation; interior redesign sat outside the contracted scope.
- Project portfolio value across these engagements exceeded \$30M.

Patent Construction Systems | Office Manager, promoted to Systems Analyst

- Automated bidding, contract generation, inventory verification, ordering, and dispatch, replacing paper-and-calculator bidding that had been producing errors and lost contracts.
- Supported \$23M in realized revenue over two years and reduced inventory loss 46% through automated inventory verification that surfaced systematic shrinkage in the yard.

BOARD & ADVISORY SERVICE

- Founder, A Child Unchained (nonprofit, human rights)
- Executive Board Member, Women in Tech
- Executive Board Member, Seattle Technology Incubator (STI)
- Board Member, Project Management Institute, Puget Sound Chapter
- Speaker and Fundraiser, Human Trafficking Global
- Animal welfare advocacy

HONORS & AWARDS

- President's Award for Innovative Business Strategy
- Women Leadership Award
- President's List, 4.0 Outstanding Academic Achievement

EDUCATION & CREDENTIALS

- Bachelor of Science, Business Administration and Management, Thomas Edison State University. Summa Cum Laude. Honor Society, President's List.
- Associate of Science, Computer Science, Natural Science and Mathematics, Thomas Edison State University. Summa Cum Laude. Honor Society, President's List, Dean's List.
- Post-Graduate Certificate for Executive Leadership, Harvard University
- Post-Graduate for Executives in Strategic Business Operations, The Wharton School