

# James McCormick

## Growth Operations Leader

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Relocating to Minneapolis, MN

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### PROFESSIONAL SUMMARY

Operations leader with 9+ years of experience turning early-stage companies into scalable, profitable enterprises. I took a landscaping company from \$1M to \$5M — built the teams, the systems, and the software that didn't exist yet, then optimized them. I bring a rare combination of operational strategy, technical fluency, and hands-on leadership. Looking for my next build at a growth-stage company ready to scale.

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### EXPERIENCE

**Business Manager | Arborscape Inc.** — Woodstock, VT Aug 2022 – Present

*Scaled revenue 5x and grew team from 8 to 30 in 3.5 years*

*Employee #9 and primary operational architect, partnering directly with ownership to scale a family-owned landscaping operation into a regional market leader.*

- **Revenue & Growth:** Scaled annual revenue from \$1M to \$5M+ over 3.5 years, growing the workforce from 8 generalists to 30 specialists across multiple service divisions.
- **Technology & AI:** Orchestrated a full business system overhaul with zero downtime — Field Service Management (DynaScape Manage360), QuickBooks Online (payroll + accounting migration), and Microsoft 365 (digitized database, live collaborations). Built two custom Apps (React/TypeScript/Supabase): a workforce planning tool and a field crew knowledge library. Introduced 10+ AI tools across 6 business functions, recovering ~25–30 hours/week in organizational productivity.
- **Financial Infrastructure:** Rebuilt accounting foundations — migrated QuickBooks Desktop to Online, rewrote chart of accounts for multi-division P&L visibility, developed yearly budgets, and established quarterly KPI reviews.
- **Division Launches:** Organized and managed the launch of recurring service lines: Garden Maintenance division (20 to 63 clients, \$54K to \$231K revenue), Plant Health Care (\$52K to \$98K+ annually) and in-house Masonry division (\$300K+ annually).
- **People Strategy:** Implemented first formal handbook, compensation bands, and performance-based bonus structure. Designed organizational structure (org chart), led strategic planning, and implemented human capital management frameworks - formalizing the leadership layer needed to scale from 8 to 30.

**Business Development Consultant | United Church Camps** — Remote Jul 2021 – Jun 2022

*Led second-largest capital raise in org history — \$850K*

- **Capital Campaign:** Directed fundraising initiative securing nearly \$850,000 — the second-highest capital raise in the organization's history.
- **Data-Driven Outreach:** Leveraged Salesforce to segment donor data and execute A/B testing on targeted outreach, optimizing conversion during post-pandemic recovery.
- **Marketing & Strategy:** Developed the annual marketing strategy alongside leadership, then stepped into the acting Marketing Director role mid-engagement when the position was vacated - maintaining campaign continuity through the transition.

**Risk Advisor & Sales Executive | The Horton Group** — Waukesha, WI Sep 2019 – Oct 2020

*\$90K new revenue in 12 months with 100% client retention*

- Secured ~\$90,000 in new revenue within 12 months through prospecting and referral network development.
- Maintained 100% retention of assigned client portfolio while restructuring insurance packages for evolving risk profiles.

**Regional Sales Manager | American Income Life** — Minneapolis & Milwaukee Oct 2016 – Oct 2019

*Built agency from 7 to 20 agents, \$1M+ first-year sales – 100% commission-based*

- Relocated to Milwaukee to help stand up the Milwaukee office — recruited and developed a team from 7 to 20 agents, achieving \$1M+ in net new sales in year one.
- Ranked #12 out of 1,600+ agents nationally through a combination of personal sales and leading a high-performing regional sales unit.

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## THREE WAYS I ADD VALUE

### Operations

*Build the machine, then optimize it.*

I design the systems, processes, and workflows that turn early-stage chaos into repeatable, scalable operations — from standing up new business units to rebuilding accounting foundations.

- P&L ownership from \$1M to \$5M+
- Business unit launches (3 divisions built)
- Process design & change management
- Enterprise system rollouts (DynaScape, QuickBooks, M365)
- Quarterly KPI frameworks & financial reporting

### Technology

*Software is leverage. I know where to apply it.*

Whether it's selecting enterprise platforms, automating manual workflows, or building custom tools from scratch — I close the gap between what a team needs and what off-the-shelf software offers.

- 2 production apps shipped (React / TypeScript / Supabase)
- Enterprise platform selection & implementation
- AI tool adoption across 6 business functions
- Workflow automation & custom tooling
- Data-driven decision-making (Salesforce, analytics)

### Leadership

*Teams don't scale by accident.*

I recruit, develop, and retain people who take ownership. From building a sales agency from 7 to 20 agents to growing an operations team from 8 to 30 — I create the structure that lets good people do their best work.

- Compensation frameworks & performance systems
- Recruiting, training, and retention pipelines
- Culture building in high-growth environments
- Cross-functional collaboration with ownership

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## SKILLS & COMPETENCIES

**Operations & Strategy:** P&L Management, Revenue Scaling, Business Unit Launches, Process Design, Change Management, KPI Development, Financial Reporting, Vendor Management

**Technology & Tools:** React, TypeScript, Supabase, Microsoft 365, QuickBooks Online, ERP, Salesforce, AI/Automation Tools, PWA Development

**Leadership & Growth:** Team Building (8 to 30+), Sales Management, Recruiting & Retention, Compensation Design, Performance Management, Stakeholder Communication, Cross-Functional Leadership

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## APPS BUILT & SHIPPED

**Chaos Coordinator** — Workforce planning PWA for real-time crew scheduling and capacity visibility. Replaced whiteboard scheduling, eliminated conflicts, and reduced planning time from hours to minutes. [ops.arborscapevt.com](https://ops.arborscapevt.com)

**Crew Companion** — Mobile-first field knowledge library for crew procedures, plant ID, and job-site protocols. Gave every crew member searchable, on-site access to institutional knowledge from day one. React, TypeScript, Supabase. [crew.arborscapevt.com](https://crew.arborscapevt.com)

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## EDUCATION

**DePaul University** — Chicago, IL 2008 – 2011  
Economics (Major), Philosophy (Minor) — 3 years coursework toward BA

**Illinois Institute of Technology — AFROTC Detachment 195** 2008 – 2011  
Aerospace Studies & Military Science (Minor) — ROTC program completed

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## BEYOND WORK

**Community:** 9 years active in the recovery community. Volunteer with WAMBA, VMBA, and Special Olympics of NH.

**Competitive:** Hockey, triathlons, mountain biking, snowboarding, surfing, hiking, backpacking.

**Interests:** Fascinated by how businesses are built - I read business history and founder stories the way other people watch sports. Passionate about emerging technologies, investing, and a lifelong bias toward helping the underdog.

**Online Resume:** [jamesmccormick.dev](https://jamesmccormick.dev)