

JORDAN GRIFFEY

New York, NY | +1 925 818 6014 | jordangriffey@gmail.com

PROFESSIONAL SUMMARY

Operations leader who builds the systems businesses run on. Twelve years turning work that is unclear, manual, or dependent on one person's knowledge into systems that are visible, measurable, and mostly automatic. Currently head Operations, Creative, and Technology across two NYC marketing entities, managing managers and distributed teams of roughly 30 across the US and Philippines. Design and ship production platforms and AI agents personally, not through a team. Named TITAN Business Awards Operations Executive of the Year (2024); second TITAN (2025) for a real-time profitability system that cut manual reporting time by 90%.

CORE SKILLS

Operating Systems & Business Rhythm • Resourcing & Capacity Management • Finance Ops (Margin, Forecasting, Revenue Pacing) • Scoping, SOWs & Contract Operations • AI Workflow Design & Agent Deployment • Platform & Systems Building • CRM & MarTech Stack Ownership • Escalation & Support Operations • Live Production & Event Operations • Managing Managers & Distributed Teams

EXPERIENCE

Director of Operations (Head of Ops, Creative & Technology)

Oct 2022 – Present

Snaplistings & Powered by DMT — NYC marketing and real estate technology

New York, NY

- Head the Operations, Creative, and Technology departments at Snaplistings, directly responsible for approximately 20 people, and separately head Operations for Powered by DMT, approximately 10. Manage managers across distributed teams spanning the US and Philippines.
- Built the agency operating system: annual and quarterly planning cycles, weekly business rhythm, KPI dashboards, intake and approval frameworks, and post-mortems that turn one-off fixes into standing process.
- Designed and built New Dev OS solo, a multi-tenant operating platform now past 200 files and still shipping (React, TypeScript, Supabase, Postgres). Covers inventory, contracts with installment schedules, contacts, events with kiosk check-in, ad performance, market intelligence, and meeting approvals, with per-client branding and role-based access.
- Built the platform's integration layer: bidirectional CRM sync for contacts and notes with live sync-status indicators, automated lead assignment, and a sync-failures panel so data integrity problems surface instead of silently corrupting the database. ClickUp and Google Calendar integrations, plus two companion event applications.
- Built and shipped an AI voice system (VAPI, GPT, ElevenLabs, Claude) that answers inbound calls, qualifies leads against defined criteria, routes them to the right owner, and handles follow-up. Runs 24/7 in production. Nobody asked for it; the alternative to a system was headcount.
- Built a real-time profitability system integrating QuickBooks financials across two entities with ClickUp time tracking. Custom metrics engine for margin, weighted margin, and a composite performance score; live dashboards on client profitability and team utilization by client, service, team, and employee. Cut manual reporting time by 90%. 2025 TITAN Business Award, Business Intelligence Solution.
- Co-developed the company's One Page Strategic Plan with the CEO across client retention, sales, operations, and team growth, and built it into ClickUp so progress was monitored live rather than quarterly. 2024 TITAN Business Award, Operations Executive of the Year.
- Built a lifecycle reengagement automation in Google Apps Script and GPT that identifies dormant CRM records, generates personalized outreach at scale, and delivers on schedule, converting cold pipeline into booked appointments without added staffing.
- Partner with the CEO and finance on forecasting, margin targets, budget forecasting, accruals, and projection vs. actuals; run resourcing and capacity across creative, production, technology, and client service.
- Own contract operations and version control; recruit, hire, develop, and performance-manage across all three departments.

Webscale (acquired MageMojo)

Jul 2018 – Oct 2022

SaaS commerce infrastructure serving enterprise e-commerce — 4+ year tenure through acquisition *New York, NY*

Director of Operations, Webscale Networks

Dec 2021 – Oct 2022

- Built operational infrastructure supporting customer acquisition, product delivery, and cross-functional GTM execution across a global organization; partnered with engineering, product, marketing, and sales leadership.
- Implemented KPI structures, performance dashboards, and reporting frameworks measuring acquisition, pipeline health, and revenue contribution across functions.

- Owned end-to-end operations for Meet Magento New York, a 1,000+ attendee multi-day industry conference: vendor management, sponsor delivery, catering, multi-stage production, registration, and marketing, as the vendor and attendee-facing organizer.

Director of Operations, MageMojo (later Webscale STRATUS)

Jul 2018 – Dec 2021

- Modernized operational processes and systems supporting merchants on a high-volume commerce platform; redesigned performance management structures and workflows; managed operational budgets, vendor contracts, and cost structures.

Marketing Executive (Concurrent with Webscale role)

Jun 2020 – Dec 2021

Igniterate — eCommerce accelerator

Brooklyn, NY

- Led integrated campaign production across paid, organic, and partner channels for a portfolio of DTC brands, driving pipeline and revenue growth.
- Headed marketing and operations consulting, scoping, and implementation: built out client operations, technology, and marketing stacks for eCommerce brands including Laughing Man Coffee, Cadence, Accessories Council, and Lola Olivia.

Chief Operating Officer

Sep 2017 – May 2018

Accel Commerce — eCommerce accelerator

New York, NY

- Held full executive accountability for company-wide operations while leading client-facing engagements building marketing, technology, and fulfillment stacks for DTC brands.
- Led business development, developing scopes and negotiating multi-year client contracts to expand revenue.

Director of Customer Success

Mar 2016 – Aug 2017

Cue Connect

New York, NY

- Sole owner of the customer success function: every account, every onboarding call, and every escalation into engineering. Taught myself SQL to analyze large datasets and identify which prospects were the strongest product fit.
- Improved lifecycle and retention processes, raising CSAT, one-touch resolution, and net retention while reducing delivery cost.

Business & Operations Manager

Oct 2014 – May 2016

3P Learning — EdTech (subscription product)

New York, NY

- Managed daily operations for a subscription EdTech business; built client relationships, supported revenue growth, and negotiated vendor contracts.

Customer Sales & Service Representative

Oct 2012 – Oct 2014

Wells Fargo

New York, NY

FOUNDER & BOARD LEADERSHIP

Co-Founder, Founding Board Member & Production Manager

Jan 2025 – Present

Threshold Theatre Collective — 501(c)(3) NYC theatre company

New York, NY

- Co-founded the organization from zero: legal structure, financial controls, vendor relationships, insurance and COI requirements, and operating cadences. Run production operations across production calendars, artist agreements, licensing and usage rights, budgets, and staffing against fixed opening dates.
- Built the company's website, ticketing platform, and checkout flow end to end; the system sold tickets and ran the door for the first production. Productized it into Impresario, a multi-tenant ticketing and production platform for small and community theatres (React, TypeScript, Supabase, Postgres, Stripe Connect), with the company migrated in as the first tenant.

AWARDS & RECOGNITION

- TITAN Business Awards — Operations Executive of the Year, Executives & Professionals (2024)
- TITAN Business Awards — Business Intelligence Solution, Business Technology Solutions (2025)

EDUCATION

New York University, 2008 – 2012 | Business of Entertainment, Media & Technology | Musical Theatre Vocal Performance

TECHNICAL & TOOLS

Build Stack: React, TypeScript, Supabase (Postgres), SQL, Python, Stripe Connect, webhook and API integrations

AI & Automation: Claude, ChatGPT, Gemini, VAPI, ElevenLabs, Zapier, Make, n8n, Google Apps Script, agent-based workflows

Operations, Finance & CRM: ClickUp, Asana, Notion, Monday.com, Jira, Slack, Google Workspace, QuickBooks, advanced Sheets and Excel modeling, operating dashboards, Salesforce, HubSpot, Pipedrive, Follow Up Boss, Shopify, Entrata, ResMan, Airtable, Adobe Creative Suite, Figma