



# Gina McCune

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## PROFESSIONAL SUMMARY

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Passionate, results-driven Founder/CEO with a zeal for building and leading inspiring companies through innovative and versatile operations management, growth strategy, talent acquisition/development, finance management, and client relations. A skilled leader, highly resourceful and knowledgeable, with a proven track record of success in aligning team focus to company vision.

## PROFESSIONAL EXPERIENCE

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### FOUNDER & CEO, HERGONOMICS INC | 2018 – Present

- Full-service operations consulting firm transforming client strategy into results.
- Develop and execute strategic plans for clients resulting in consistent year-over-year revenue growth.
- Build and develop high-performing teams while fostering a culture of creativity, collaboration, and performance excellence.
- Overseeing project management ensuring deadlines are met and high-quality work is delivered.
- Plan annual budgets, manage accounting, and provide monthly, quarterly, and annual financial reports, including tax prep.
- Fostering strong client relationships, acting as a trusted advisor and partner in their success.

#### **Select Client Achievements**

- Annual revenue boost from \$2.2M to \$4M in 1 year by streamlining systems and improving processes.
- Increase of client base by 58% within 1 year while concurrently leading efforts to dramatically reduced expenses.
- Cut operating expenses by nearly 30%.
- Development of new marketing campaign and newsletter leading to a 75%+ open rate with revenue spikes of 25%.
- Website traffic increased by 35%.
- Affiliate Program expanded by 400%.
- Above 90%+ team/culture satisfaction rate.
- Implementation of new full scale company operating system allowing for complete transparency on project progress at all stages – maintaining better than 85% on-time meeting of all department deadlines.
- Oversight of full tech stack migration and build out of new company architecture, improving all processes and system automations.
- Spearhead all strategic planning initiatives and process improvement efforts for a global organization.
- Develop, implement, and ensure adherence to Standard Operating Procedures throughout the company.

### OPERATIONS MANAGER/COMPLIANCE OFFICER, zingFit LLC, Boulder, CO | 2016 - 2017

- Led all day-to-day operations for SaaS company.
- Managed Human Resources, team training, and performance management.
- Created company employee handbook, crisis management procedures, and audit guidelines.
- Oversaw project management duties including data migration, on-boarding, coaching, and software translation functions.

#### **Select Achievements**

- Lead startup organization to an annual global revenue of \$5M and increased team headcount by 150%.
- Secured additional global payment processing partnerships through various compliance requirements as new countries came into the client base.
- Acquired a high-risk business liability insurance group based on revenue and risk through implementation of compliance initiatives.

### OPERATIONS MANAGER, Realities for Children, Boulder County, Boulder, CO | 2015 - 2016

- Led business operations including personnel management, financial reporting, and the creation of best practice systems.
- Coordinated communications between organization and business members, donors, and scholars.
- Planned regular membership, networking, donation, and distribution events for the organization.

#### **Select Achievements**

- Authored grants and organized fundraising campaigns generating \$250K - \$500K each.
- Planned the annual fundraising awards luncheon which garnered \$50K+ annually.

### SENIOR PROGRAMS ADMINISTRATOR, International Peace Initiatives, Boulder, CO | 2012 - 2016

- Developed and managed annual operating budget for both the US and Kenyan branches.
- Established and implemented outreach development and fundraising programs.
- Created marketing copy for all programs, newsletters, and grants.
- Acted as the liaison between colleges, scholars, and the international Board of Directors.

- Managed the company website, online store, and social media presence across all channels.

**Select Achievements**

- Created the Child Sponsorship Program, generating consistent revenue as well as personal contact between orphans and global sponsors.
- Cut expenses by 25% in the first year by streamlining systems and implementing new automations.
- Created and managed online jewelry store to support Kenyan AIDs widows and their children.

**EDUCATION**

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**Degrees:**

M.A. / Master of Arts, English – Southern New Hampshire University

B.A. / Bachelor of Liberal Arts in Extension Studies cum laude – Harvard University

**Additional courses/certifications:**

Momentum/Simple Operations – Alex Charfen

Advance Your Reach/Stage Execution Workshop – Pete Vargas

Traffic & Funnels/Clientkit Workshop & Elite Mastermind – Taylor Welch & Chris Evans

Business Made Simple – Donald Miller

Closers.io Sales Team Accelerator – Cole Gordon

Certified Life Coach – The Modern Life Coach School

**SKILLS & CORE COMPETENCIES**

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|-------------------------------|---|
| ⚙ Leadership Skills           | ⚙ Motivational                          |
| ⚙ Analytical Skills           | ⚙ Conflict Management                   |
| ⚙ Project Management Skills   | ⚙ Product/Program Design                |
| ⚙ Communication Skills        | ⚙ Operational Planning                  |
| ⚙ Problem Solving Skills      | ⚙ Coaching                              |
| ⚙ Financial Management Skills | ⚙ Compliance Focused                    |
| ⚙ Organizational Skills       | ⚙ System Creation / Process Improvement |