


KAMYAR SHAH

**KAMYAR SHAH:
25+ YEAR
BUSINESS
EXPERT
PROVIDING
SERVICES AS
FRACTIONAL
COO/CMO,
BUSINESS
CONSULTANT,
AND EXECUTIVE
COACH.
SPECIALIZES IN
DRIVING VALUE
AND GROWTH IN
DIVERSE
SECTORS,
INCLUDING
TECH,
ECOMMERCE,
MEDICAL, AND
STARTUPS. VISIT
KAMYARSHAH.COM**



 Kamyar Shah

 Website

 Tampa FL

 LinkedIn

 Fractional Executive

 Instagram

EXPERIENCES

STRATEGIC BUSINESS CONSULTANT ELEVATING YOUR PROFIT MARGINS AND OPERATIONAL EFFICIENCY THROUGH REMOTE, FRACTIONAL LEADERSHIP SERVICES IN COO, CMO, AND CEO CAPACITIES.

Self Employed - Since January 2004

- Fractional Operational Leadership & Governance
- Fractional Marketing Strategy & Execution
- Fractional C-Suite Executive Leadership & Vision
- Executive Leadership Development & Business Acumen Coaching
- AI-Driven Solutions as a Service (AlaaS)
- Business Transformation Consultancy
- Strategic Media Relations & Publicity Architecture
- Crisis Mitigation & Reputational Resilience
- Enterprise Strategy Formulation & Realization
- Digital Commerce Ecosystem Engineering
- Management Advisory & Organizational Efficacy
- Product Differentiation & Market Positioning
- Data-Driven Decision Analytics
- Sales Process & Pipeline Optimization
- Market Intelligence & Consumer Behavior Analysis
- Vendor Ecosystem Governance & Contractual Diplomacy
- Human Capital Stewardship & Development
- Quantitative & Qualitative Analysis
- Multi-Channel Advertising & Brand Amplification
- Organizational Transformation & Strategy Adaptation
- Integrated Marketing & Customer Engagement
- Cross-Functional Synergy & Team Leadership
- Revenue Generation & Sales Acceleration
- Targeted Email Outreach & Conversion
- Public Relations & Corporate Image Architecture
- Product Lifecycle Management & Innovation
- Six Sigma-Driven Quality Enhancement
- Client Relationship Cultivation & Portfolio Management
- Organizational Leadership & Culture Transformation
- Business Process Outsourcing & Efficiency Optimization
- Digital Outreach & Online Engagement
- Performance Metrics Calibration & Talent Optimization
- Search Engine Marketing & Conversion
- Contractual Negotiation & Legal Diplomacy
- Social Media Engagement & Brand Loyalty
- Distribution Network & Channel Strategy
- Search Engine Optimization & Organic Growth
- Market Penetration & Marketing Strategy
- Profit & Loss Strategic Oversight & Fiscal Stewardship
- Team Cohesion & Talent Development
- Project Lifecycle Planning & Execution
- Sales Management & Revenue Optimization
- Strategic Business & Operational Planning
- Lead Cultivation & Conversion
- Operational Efficacy & Oversight

 Facebook

 Coaches Council

 Micro Blog

 Mastodon

 Medium

- Product Ideation & Market Deployment
- Milestone-Driven Project Coordination
- Client Engagement Lifecycle Optimization
- Talent Acquisition & Personnel Stewardship
- Organizational Adaptability & Change Management
- Human Capital Valorization & Stewardship
- Continuous Process Refinement
- Human Capital Development & Training
- Real Estate Investment & Portfolio Management



FRACTIONAL CHIEF OPERATING OFFICER / FRACTIONAL CHIEF MARKETING OFFICER

Triad Drones - Since June 2019 - United States - Florida

At Triad Drones we build, integrate and operate unmanned Land, Air, and Sea vehicles that are tailored to solve your organization's specific challenges. We can reduce your company's risk profile by providing an unmanned solution that can replace traditional manned vehicles, and improve job safety all while collecting mission-critical data.

- Strategic Business Planning
- Strategic Business Execution
- Operations Planning
- Operations Management
- Budget Planning
- Budget Management
- HR Strategic Planning
- HR Strategic Implementation
- Marketing Strategic Planning
- Marketing Implementation
- Strategic Product Planning
- Strategic Product Development
- Vendor Selection
- Vendor Management

FRACTIONAL CHIEF OPERATING OFFICER / FRACTIONAL CHIEF MARKETING OFFICER



HealthCare Resolution Services - Since 2021

HealthCare Resolution Services, Inc. (HCRS) is an expert provider of health information management, program integrity support, training, and medical staffing services. Since 1998, HCRS has worked with government and healthcare industry clients to improve health care outcomes, promote efficiencies, identify fraud, waste, and abuse, ensure accuracy and help its customers provide cost-efficient, high-quality care.

HCRS' dedicated professionals support clients by managing the collection and analysis of medical data, providing training compliance, program integrity audits, and creating studies that lead to improved policy development and more efficient business process management. The company's client list includes the Department of Defense, Department of Justice, Department of Veteran Affairs, multiple state Medicaid programs, AETNA, United Healthcare, CIGNA, Johns Hopkins Hospital, and Kaiser Permanente.

- Enterprise Strategy Formulation
- Enterprise Strategy Realization
- Operational Blueprint Design
- Operational Excellence Management

- Financial Roadmap Development
- Fiscal Stewardship
- Talent Management Strategy Design
- Talent Strategy Execution
- Brand Growth Strategy Formulation
- Brand Activation & Engagement
- Product Lifecycle Strategy Design
- Innovative Product Realization
- Strategic Supplier Identification
- Supplier Relationship Optimization

FRACTIONAL CHIEF OPERATING OFFICER / FRACTIONAL CHIEF MARKETING OFFICER



CloudMyBiz - Since October 2019 - United States - California

Empowering businesses through the Cloud, with an emphasis on using Salesforce, to streamline processes and encourage more collaboration between departments, clients, customers, and partners, linking all aspects of the company and reducing technology ownership costs.

- Visionary Business Architecture
- Tactical Business Deployment
- Process Ecosystem Mapping
- Sustained Operational Oversight
- Capital Allocation Planning
- Financial Governance
- Human Capital Strategy Crafting
- Workforce Development Execution
- Market Expansion Blueprint
- Customer Experience Orchestration
- End-to-End Product Roadmapping
- Agile Product Deployment
- Optimal Vendor Sourcing
- Supply Chain Synergy Management

FRACTIONAL CHIEF OPERATING OFFICER / FRACTIONAL CHIEF MARKETING OFFICER



FundingO - Since October 2019 - United States - California

FUNDINGO is a loan management solution, created by industry experts and designed specifically for Alternative Lending companies. It streamlines the entire process of originating, underwriting, and servicing Alternative Loans and Merchant Cash Advances.

Unlike a hodge-podge of outdated and unconnected systems, each handling only a single element in the funding process, the FUNDINGO solution helps firms attract and close more deals, accelerate the underwriting process, generate more pricing options, reduce errors, and ensure greater consistency. These funders also earn a more professional reputation among borrowers, brokers, and syndication partners.

The FUNDINGO solution, developed and created by CloudMyBiz, is built on the salesforce.com platform and can be closely integrated with a company's CRM, finance, document management and other systems. The solution is supported by experts in MCA funding management and has been successfully implemented in leading firms across the U.S.

- Business Model Innovation

Kamyar Shah: As a seasoned Business Management Consultant, Operations & Marketing Executive, dedicated Executive Coach, and experienced Chief of Staff, my portfolio spans over 25 years of rich and varied industry experience. I offer comprehensive services as a Fractional COO, Fractional CMO, Business Consultant, Executive Coach, and Chief of Staff, providing strategic and operational insights across diverse sectors like eCommerce, medical, technology, and startups (B2B and B2C). My professional mission is centered around driving stakeholder value, facilitating growth, and enhancing profitability for small-to-medium enterprises (SMEs). Learn more about my services at KamyarShah.com.

Specializations and Services:

Fractional COO Services:

- Developing and guiding operational strategies, optimizing business processes and efficiency
- Establishing performance metrics and monitoring systems for progress tracking and timely adjustments
- Leading daily business operations in sync with strategic objectives
- Streamlining supply chains, vendor relationships, and optimizing asset utilization
- Devising robust contingency plans to mitigate operational risks

Fractional CMO Services:

- Crafting comprehensive marketing strategies to enhance brand visibility and consumer engagement
- Managing marketing budget allocations effectively to maximize ROI across multiple channels
- Leveraging data analytics to generate insightful consumer data and guide strategic marketing decisions

- Actionable Strategy Implementation
- Workflow Design & Optimization
- Resource Management & Allocation
- Revenue Stream Diversification
- Cost Control & Efficiency
- Organizational Culture Planning
- Talent Optimization & Enablement
- Audience Engagement Strategy
- Multi-Channel Marketing Execution
- Product Ideation & Conceptualization
- Rapid Prototyping & Market Testing
- Vendor Ecosystem Evaluation
- Collaborative Supplier Governance

FRACTIONAL CHIEF OPERATING OFFICER / FRACTIONAL CHIEF MARKETING OFFICER



DealShare - Since October 2019 - United States - California

DealShare.io is a centralized online marketplace, designed to share and fund deals for the Alternative Lending industry. Accessed via an easy to use online platform and secure cloud portal DealShare.io connects syndicators and lenders, who can quickly share funding responsibilities while still managing risk and diversification.

- Holistic Business Sculpting
- Turnkey Strategy Activation
- Operational Matrix Engineering
- Lean Process Stewardship
- Investment Strategy Formulation
- Expenditure Oversight & Auditing
- People-Centric Culture Design
- Skillset Alignment & Mobilization
- Niche Market Penetration Planning
- Integrated Marketing Rollout
- Disruptive Product Ideation
- Time-to-Market Acceleration
- Best-Fit Vendor Profiling
- Strategic Partner Relationship Tuning

MANAGEMENT CONSULTANT



Living.Fit - August 2018 to August 2019 - Consultant - Austin - United States - Texas

- Operational Efficacy & Oversight
- Marketing Ecosystem Coordination
- Targeted Email Campaign Stewardship
- Customer Relationship Ecosystem Management
- Digital Commerce Expansion Strategies
- Sales Process & Pipeline Optimization
- Human Capital Allocation & Forecasting
- Profit & Loss Strategic Oversight
- Organizational Adaptability & Transition
- Contractual and supplier Ecosystem Governance
- End-to-End Logistics & Procurement
- Omni-Channel Digital Marketing Roadmap
- Data-Driven Insight Generation

- Ensuring consistent brand messaging across all platforms and customer touchpoints

Business Consulting Services:

- Providing strategic insights and formulating action plans for sustainable business growth
- Implementing cost reduction strategies through effective knowledge management and quality assurance
- Enhancing organizational performance and accountability through expert guidance in execution strategies
- Facilitating change management initiatives to help businesses adapt and thrive in dynamic market conditions

Executive Coaching Services:

- Offering personalized coaching to CEOs, executives, and staff, focusing on enhancing leadership skills, decision-making abilities, and overall business acumen
- Empowering teams through targeted training in key business areas such as organization, management, leadership, finance, operations, and marketing/sales
- Guiding individuals towards personal and professional growth, fostering a culture of continuous learning and improvement within the organization

Chief of Staff Services:

- Orchestrating strategic initiatives and managing high-impact projects to meet organizational goals
- Facilitating effective communication and coordination among executives and stakeholders
- Guiding the development of policies and procedures, enhancing organizational effectiveness
- Acting as a trusted advisor to the CEO, providing key insights and strategic counsel

- Synergistic Alliance Formation
- Milestone-Driven Project Leadership

MANAGEMENT CONSULTANT

Kettlebell Kings - January 2017 to August 2019 - Consultant - Austin - United States - Texas

- Operations Management
- Marketing Operations
- Email Marketing Management
- CRM Management
- eCommerce Strategic Growth
- Sales Operations Management
- Workforce Planning
- P&L Management
- Change Management
- Contract and Vendor Management
- Supply Chain management
- Digital Marketing Planning and Execution
- Data Analysis
- Strategic Partnerships
- Project Management



FRACTIONAL CHIEF OPERATING OFFICER (COO) & CHIEF MARKETING OFFICER (CMO)

DronUcopia - May 2017 to May 2019 - Consultant - Austin - United States - Texas

- Business Process Mastery
- Integrated Marketing Operations
- Automated Email Outreach Management
- Client Lifecycle Administration
- Online Retail Growth Engineering
- Sales Workflow Streamlining
- Talent Resource Projections
- Financial Performance Custodianship
- Adaptive Organizational Reengineering
- Vendor & Contractual Synergy
- Supply Network Optimization
- Digital Outreach & Engagement Strategy
- Quantitative Decision Analytics
- Collaborative Venture Development
- Task & Timeline Coordination



FRACTIONAL CHIEF OPERATING OFFICER (COO)

Meadows Analysis & Design - July 2017 to December 2017 - Consultant - Fort Worth - United States - Texas

- Operations Management
- Marketing Operations
- Email Marketing Management
- CRM Management
- Change Management
- Project Management
- HR Management



My operational projects, including general management of international locations, global sourcing, and production VP/Director roles, have instilled a profound understanding of product development, manufacturing, sourcing, quality control, logistics, and distribution. This extensive experience has honed my ability to foster sustainable growth without compromising efficiency or quality.

Additional services include Change Management Consulting, Small Business Consulting (SMB Consulting), Digital Marketing Management (including SEO, SEM, SMM), Email Marketing Management, CRM Management, Marketing Operations Management, Sales Operations Management, and eCommerce Strategic Growth.

If you're seeking to expand your business while maintaining a high standard of quality and efficiency, let's connect and explore potential strategies to drive growth and scale in your organization. Visit KamyarShah.com to learn more.

📍 Tampa/St. Petersburg
United States

✉ KamyarShah@outlook.com

- P&L management
- Strategic Partnership Planning and Execution

CHIEF MARKETING OFFICER (CMO)

LendHealth - June 2016 to December 2017 - Consultant - United States - California

- Marketing Operations
- Sales Operations Management
- SEO Management
- SEM Management
- PPC Management
- Email Marketing Management
- CRM Management
- Project Management
- Change Management
- Marketing Planning and Execution
- Management of Strategic Partnership Program



FRACTIONAL CHIEF OPERATING OFFICER (COO)

Accelerated Dealer Services - February 2016 to August 2016 - Consultant - Tulsa - United States - Oklahoma

- Operations Management
- Marketing Operations
- Email Marketing Management
- CRM Management
- Change Management
- Project Management
- HR Management
- P&L management
- Strategic Partnership Planning and Execution

ADS

SENIOR MARKETING AND OPERATION CONSULTANT

Storage Stations - January 2011 to December 2016 - Consultant - United States - New Jersey

- Operations Management
- Marketing Operations Management
- Sales Operations Management
- Digital Marketing Operations Management
- SEO Management
- SEM Management
- PPC Management
- Email Marketing Management
- CRM Management
- Project Management



SENIOR MARKETING CONSULTANT

National Self Storage Association - 2011 to 2015 - Consultant - Alexandria - United States - Virginia

- Content Marketing Management
- SEO Management
- SEM Management



- PPC Management
- Project Management
- Digital Marketing Operations Management
- SEO Management
- PPC Management
- Change Management



SENIOR MARKETING CONSULTANT

StorageMart - January 2004 to December 2011 - Consultant - Columbia - United States - Missouri

- Marketing Operations Management
- Digital Marketing Operations Management
- SEO Management
- SEM Management
- PPC Management
- Email Marketing Management
- CRM Management
- Project Management
- Local Marketing Management
- Multinational Email Marketing Management
- Vendor Management and Contract Negotiations
- Quality Assurance Program Management



SENIOR SALES MARKETING CONSULTANT

PhoneSmart - January 2004 to December 2010 - Consultant - Columbia - United States - Missouri

- Marketing Operations
- Change Management
- Project Management
- Digital Marketing Operations Management
- SEO Management
- SEM Management
- PPC Management
- Email Marketing Management
- CRM Management



SENIOR MARKETING AND OPERATION CONSULTANT

Freeman Group Management Corporation - January 2007 to December 2009 - Consultant - Nashville - United States - Tennessee

- Marketing Operations
- Change Management
- Project Management
- SEO Management
- SEM Management
- PPC Management

SKILLS

OTHERS

- Fractional Operational Leadership & Governance



- Fractional Marketing Strategy & Execution ★★★★★
- Fractional C-Suite Executive Leadership & Vision ★★★★★
- Business Transformation Consultancy ★★★★★
- Strategic Media Relations & Publicity Architecture ★★★★★
- Crisis Mitigation & Reputational Resilience ★★★★★
- Enterprise Strategy Formulation & Realization ★★★★★
- Digital Commerce Ecosystem Engineering ★★★★★
- Management Advisory & Organizational Efficacy ★★★★★
- Product Differentiation & Market Positioning ★★★★★
- Data-Driven Decision Analytics ★★★★★
- Sales Process & Pipeline Optimization ★★★★★☆
- Market Intelligence & Consumer Behavior Analysis ★★★★★
- Vendor Ecosystem Governance & Contractual Diplomacy ★★★★★
- Human Capital Stewardship & Development ★★★★★
- Quantitative & Qualitative Analysis ★★★★★
- Multi-Channel Advertising & Brand Amplification ★★★★★
- Organizational Transformation & Strategy Adaptation ★★★★★
- Integrated Marketing & Customer Engagement ★★★★★
- Cross-Functional Synergy & Team Leadership ★★★★★
- Revenue Generation & Sales Acceleration ★★★★★
- Targeted Email Outreach & Conversion ★★★★★
- Public Relations & Corporate Image Architecture ★★★★★
- Product Lifecycle Management & Innovation ★★★★★
- Six Sigma-Driven Quality Enhancement ★★★★★
- Client Relationship Cultivation & Portfolio Management ★★★★★
- Organizational Leadership & Culture Transformation ★★★★★
- Business Process Outsourcing & Efficiency Optimization ★★★★★
- Digital Outreach & Online Engagement ★★★★★
- Performance Metrics Calibration & Talent Optimization ★★★★★
- Search Engine Marketing & Conversion ★★★★★
- Contractual Negotiation & Legal Diplomacy ★★★★★
- Social Media Engagement & Brand Loyalty ★★★★★
- Distribution Network & Channel Strategy ★★★★★
- Search Engine Optimization & Organic Growth ★★★★★
- Market Penetration & Marketing Strategy ★★★★★
- Profit & Loss Strategic Oversight & Fiscal Stewardship ★★★★★
- Team Cohesion & Talent Development ★★★★★
- Project Lifecycle Planning & Execution ★★★★★
- Sales Management & Revenue Optimization ★★★★★
- Strategic Business & Operational Planning ★★★★★
- Lead Cultivation & Conversion ★★★★★
- Operational Efficacy & Oversight ★★★★★
- Product Ideation & Market Deployment ★★★★★
- Milestone-Driven Project Coordination ★★★★★
- Client Engagement Lifecycle Optimization ★★★★★
- Talent Acquisition & Personnel Stewardship ★★★★★
- Organizational Adaptability & Change Management ★★★★★
- Human Capital Valorization & Stewardship ★★★★★
- Continuous Process Refinement ★★★★★
- Human Capital Development & Training ★★★★★
- Real Estate Investment & Portfolio Management ★★★★★

LANGUAGES

- English ★★★★★

- German
- Farsi



EDUCATION

- **September 2005 to June 2007** - Walden University - Master of Business Administration (M.B.A.)
Business Administration and Management, General
- **September 2001 to June 2003** - Western Illinois University - Master of Arts (M.A.)
Political Science and Government
- **September 2000 to June 2002** - Western Illinois University - Bachelor of Science (B.S.)
Law Enforcement and Justice Administration, 2001

INTERESTS

BUSINESS INTEREST

- Operations Management
- Marketing Management
- Marketing Operations Management