

TOM VRANAS

Tom Vranas brings a wealth of experience to startup and established companies. Since founding his first successful company at 19 (with a business plan that won venture capital funding), he has built a career in organizational optimization and sustainable growth.

Vranas has developed his most recent venture, GrevCo, into a nationally respected consulting presence with clients across numerous industries. He has built a reputation for partnering with and boosting the capacity of both our client companies and our client executives, collaborating with leadership to build companies to sustainable growth. For selected clients, Vranas will also take an in-house interim executive role or act as an executive coach for senior leaders.

Recruited directly from undergrad into a boutique, pre-venture funding consulting group, Vranas built immediate expertise advising startups in multiple industries. And when the tech boom hit, identified a related opportunity, and founded his second startup, SolTyra, to outsource the marketing, sales, and internet functions of small/midsized companies. Clients included Princeton Review Chicago, which soon lured Vranas in-house to expand a federally-funded program for Chicago's Public Schools. Through internal restructuring and innovative marketing, within five months he grew the program from under 100 students to over 8,000 began traveling nationwide to advise other regions. He later took over operations of Princeton Review's national call center, slashing operating costs while doubling revenues and restructuring their emerging online programs into valuable assets.

Based on these successes, Vranas was offered the opportunity to partner in an acquisition as president & COO of PROACT Search, a national executive search firm. Within a year, Vranas doubled revenues, and in five years, achieved 10x growth in both revenue and margins. During this time, Vranas was named president & COO of Synesi Associates, a consultancy on complex operational, financial, and educational models for urban schools and districts, expanding their capacity from regional to nationwide. Simultaneously, Vranas led the acquisition of The SUPES Academy, a K12 leadership program, which grew into a selective national executive leadership program with customized programs across the country.

A longtime leader in volunteer organizations, Tom has built houses with Habitat for Humanity, dazzled children with magic shows at Lutheran General Hospital, and worked for educational equality in urban centers across the country. A Northwestern University graduate in Economics, he engages in multiple NU mentorship and volunteer roles, including NU for Life Ambassador (Athletics), Chicago Field Studies Ambassador (Externships), College Night Representative, and Alumni Admissions Interviewer.