

# TOM VRANAS

## PROFILE

Dynamic startup executive with record of success in both early stage companies and publicly traded industry leaders. History of helping organizations achieve sustainable growth, develop talented leaders, and produce lasting positive impact.

## EXPERIENCE

### **GREVCO CONSULTING – PRINCIPAL CONSULTANT** | 2016 – Present

Built business from startup phase to multi-industry consultancy (Consumer Products, Media, Technology, Education, Consulting). Provide strategic guidance and executive coaching to entrepreneurs and C-suite, leading growth initiatives across all functional areas. Collaborate on concept, design, manufacturing, sales / marketing, and operations for early-stage (successful crowd-funding, brand-building, anchor products) to mid-stage companies (growth initiatives, capacity expansion).

- For key clients, hold interim executive roles (operations, finance, sales); also recruited by consulting firms (Atlantic Research Partners, Experience Institute).
- For media client, credited with delivery of 400% growth within 4 months.
- For education technology client, built expansion strategy that generated 50% additional sales within 6 months and lead a \$200,000 investment round.
- For outdoor recreation consumer products client, reduced operating costs by 40% within 2 months and developed growth and partnership strategies.

### **SUPES ACADEMY – PRESIDENT + COO** | 2010 – 2015

Defined and executed all operations and growth strategies for educational firm. Headed logistics, digital curriculum development, distribution, reporting, data, QC, and oversight of 400 leaders and consultants. Launched district-based custom leadership programs with immense financial successes in urban markets nationwide – Baltimore, Chicago, Minneapolis, Syracuse, DC, among others.

- Transformed theory-based intellectual property into innovative, nationally-awarded educational leadership company with annual revenue of \$10M.
- Pioneered MBA-style training of district and principal leaders in management and organizational design, strategy, and tactics.
- Grew SUPES into premier national executive leadership program with record annual attendees and selective 10% admission rate.

### **PROACT SEARCH – PRESIDENT + COO** | 2009 – 2015

Acquired executive search firm and introduced K-12 industry to utilization of psychometric testing, data dashboards, web-based information gathering, and best practices in executive search, which led to increased retention and success rates. Headed operations, project management, marketing, finance, HR and technology.

- Delivered 1<sup>st</sup>-year revenue growth of 100%.
- In 5 years achieved 10x growth on revenue and margins.
- Co-authored leading guidebook for HR in education.

### **SYNESI ASSOCIATES – PRESIDENT + COO | 2008 – 2015**

Transformed project-based, non-standard collective of retired leaders into organized consultancy. Headed marketing, operations, finance, human resources, project management and technology.

- Led full business model redesign and transformed company into stable, profitable firm with engagements across Central and East Coast markets.
- Defined high-margin company and engagement-based standards, protocols, operating procedures, financials, indicators, branding, and communications.

### **PRINCETON REVIEW – VICE PRESIDENT | 2004 – 2008**

Advanced through 3 roles in 4 years to lead rapid turnaround of national call center and online programs, transforming each division into significant profit centers.

Consolidated company-wide marketing and customer service operations. Refocused sales training on high dollar and margin sales and built live online sales channel.

Oversaw launches for company-owned and franchised sites.

- Grew Chicago tutoring program from 100 students to 8,000+ in 5 months and added nearly 10% to firm's revenue and profits.
- Within 6 months, reduced call center costs 20% while increasing annual revenue by 200%.
- Created replicable model used for national expansion of product line.

**PRIOR** – For boutique, pre-venture funding consultancy, advised Manufacturing, Software, Technology Transfer/University Incubation sectors on sales and transaction structures.

## **STRENGTHS**

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- Record of successful startup growth, business plan refinement and financing in commercial, government, and university sectors.
- Partnership-builder with industry leaders from Apple to NBC, as well as national industry associations, including presenting at national conferences.
- Guest professor and mentor at Northwestern University for 10+ years.
- Volunteer and charitable leader for nonprofits in arts, education, homelessness, hunger, and urban transformation.
- Bi-partisan local, state and federal election campaign experience.

## **EDUCATION**

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**NORTHWESTERN UNIVERSITY – HONORS BA – ECONOMICS | 1999 – 2003**