TORY WERGELIS-ISAACSON

Operations Executive

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PROFILE

Operations executive with 10+ years driving organizational growth from first hire through scale. I build the internal infrastructure that lets fast-scaling companies grow sustainably, aligning operations with business strategy through cross-functional leadership.

WORK EXPERIENCE

VP Operations/Chief of Staff - Ethermed *2021–Present*

First hire at an AI healthcare technology startup; built and now run people, compliance, and internal operations as we scaled from a founding team to 40+ people through a successful Series A, with $15M+ raised in total.

- Built the operating infrastructure, SOPs, decision frameworks, communication protocols, and reporting structure across 6+ teams
- Design and run the executive operating system: CEO cadence, meeting architecture, and performance dashboards
- Own People Operations end to end: recruiting, comp/equity, benefits, and culture; automated onboarding, cutting manual work 85%
- Own the company-wide OKR process (94% goal completion); led SOC 2 Type II across 25+ control areas
- Manage finance and vendor operations (payroll, budgeting, contract negotiation); built the data room and ran due diligence for the Series A

Head of Operations and Business Development - TBU Pro *2019–2021*

Built the operating playbooks and growth engine for a live-events business, scaling the team from 12 to 65 people and revenue from $6M to a projected $23M in 18 months. Led about 6 direct reports with operational oversight of all 65. Built the organizational structure, repeatable sales process, channel strategy, and digital operations; positioned the company for a $70M+ sale process before Covid shut down the industry.

Director of Operations - Sidewalk Food Tours *2017–2019*

Joined after merging Zeeno's technology and infrastructure into the company. Ran full operations behind CEO-led sales, expanding from 3 to 7 cities and growing revenue 38%. Managed a team of 30+ tour guides and built the scheduling, logistics, and booking infrastructure to support that growth.

Founder/CEO - Zeeno LLC *2016–2019*

Founded and ran Zeeno, a two-sided marketplace app for on-demand local tours, from idea through commercialization. Raised a friends-and-family round, owned the full P&L, built the web platform and consumer and guide apps through launch, and grew the marketplace to 80+ tour guides.

Lead Instructor - ADEC Abu Dhabi Education Council *2014–2016 Abu Dhabi, UAE*

Lead mathematics teacher in an all-boys secondary school; raised exam scores by 58%, implemented educational reform in a remote community, and taught effectively across cultures.

Mathematics Department Chair - Groves High School *2011–2014*

Managed operations, budget, curriculum, and policy for the math department while supervising a team of teaching professionals. Oversaw 35%+ academic achievement gap closure. Also served as Head Baseball Coach and led weekly after-school tutoring.

EXPERTISE

- Strategic planning & executive operations
- Organizational design & change management for high-growth teams
- People operations & talent strategy: hiring, performance management, comp/equity, culture
- Compliance & risk management (SOC 2 Type II); fundraising support: data room & due diligence
- Finance & vendor operations: payroll, budgeting, contract negotiation

EDUCATION

American University *2007 – 2011*

BA, Interdisciplinary major in Communications, Law, Economics, and Government. Minor in Business Management. Graduated Cum Laude from American University's School of Public Affairs.