TIM FRUGE

GENERAL MANAGER & OPERATIONS EXECUTIVE | DTC & CONSUMER PRODUCTS | SUPPLEMENTS | MEDIA & CREATOR OPERATIONS
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General manager and operations executive with 17 years across consumer products, media, DTC, supplements and founder-led businesses. Connects product, economics, revenue, systems, people and risk, then turns the full picture into decisions and execution.

CAREER HIGHLIGHTS

SELECTED IMPACT

Business Scale: Advanced from customer service and fulfillment to Director of Operations as the company grew from ~7 employees and $2M to ~80 employees and ~$80M.

Portfolio Growth: Built proprietary products from zero to ~90% of company revenue; directed 250+ launches.

Founder Build: Built PrepareToday to ~$2.8M in first-year order value across 6,000+ orders.

Network Expansion: Launched ~62,000 square feet of regional capacity supporting two-day delivery.

CORE EXPERTISE

✓ General Management	✓ P&L & Unit Economics	✓ Strategic Operations & Special Projects
✓ Business Transformation	✓ Founder-Led Operations	✓ Product Commercialization
✓ Supply Chain & Fulfillment	✓ Cross-Functional Leadership	✓ Systems Implementation

PROFESSIONAL EXPERIENCE

Independent Operations Advisor

Independent, Austin, Texas — *Apr 2025-Present*

Advise owner-led companies on operating decisions, accountability, systems and implementation.

- **Operating Model:** Designed and secured owner approval for a new client-service model, then built the implementation plan, scripts, educational content and performance tools.
- **Founder Dependency:** Help owners clarify priorities, roles, staffing, handoffs and day-to-day leadership so execution does not depend on one person.
- **Decision Support:** Serve as a confidential operating partner, using AI-assisted research, analysis and documentation to clarify priorities, responsibilities and practical next steps.

Founder & Operator

Nine Rivers Consulting / PrepareToday, Austin, Texas — *Mar 2022-Dec 2024*

Built and operated a direct-to-consumer emergency-preparedness retailer from launch through fulfillment.

- **Business Build:** Grew the company from zero to ~$2.8M in recorded first-year order value across 6,000+ orders.
- **Founder P&L:** Owned revenue, pricing, COGS, purchasing, marketing spend, cash flow, margins, suppliers, customer service, payments and order operations.
- **Partner Management:** Selected and directed web, email, analytics and accounting partners and resolved supplier, freight, processor and reporting problems.
- **Lean Supply Chain:** Built supplier and direct-shipping relationships that supported growth without committing substantial capital to warehouse inventory.

Strategic Operations and Special Projects

Ready Alliance Group / My Patriot Supply, Salt Lake City and regional sites — *Sep 2020-Oct 2021*

Led distribution, manufacturing and supplement-development projects during national expansion.

- **Supplement Evaluation:** Evaluated a proposed proprietary line through supplier outreach, formulation quotes and extended-shelf-life research.
- **Manufacturing Assessment:** Documented equipment limits in an acquired process and presented an upgraded machinery recommendation that ownership approved.
- **Distribution Expansion:** Led Kansas City and Columbus launches, adding ~62,000 square feet of company-operated capacity and enabling two-day contiguous-U.S. delivery.
- **Launch Execution:** Coordinated sites, leases, founding managers, layouts, racking, shipping stations, IT, staffing vendors and launch readiness.

PROFESSIONAL EXPERIENCE CONTINUED

Director of Operations | Promoted Through Operations & Fulfillment Roles

Confidential, Privately Held Ecommerce & Media Company, Austin, Texas *2007-2020*

Founder-led consumer-products, ecommerce and national media company that grew during tenure from ~7 employees and $2M in annual revenue to ~80 employees and ~$80M, supporting ~750,000 annual orders and 2,000 SKUs. Led most non-editorial business functions across product, ecommerce, purchasing, fulfillment, customer service, IT, graphics and accounting support.

- **Portfolio Commercialization:** Led the shift from third-party supplements to proprietary products, building the portfolio from zero to ~90% of company revenue and directing 250+ launches.
- **Manufacturer & Co-Packer Leadership:** Selected, toured, negotiated with, onboarded and managed 10-12 partners supporting 40-50 active supplement SKUs.
- **Product Development & Launch:** Owned positioning, pricing, formulations, ingredients, specifications, MOQs, capacity, testing, COAs, labels, packaging, freight and readiness across capsule, powder, liquid, gummy and stick-pack formats.
- **Cost, Lead Time & Terms:** Renegotiated a 100,000-150,000-bottle product from ~$10 to ~$4 per bottle, cut lead time by 30 days and secured Net 30 after delivery.
- **Compliance & Product Risk:** Owned business execution for FDA labeling, FTC claims, GMP, QA/QC and recall readiness, driving remediation, sales stops, quarantine or destruction when needed.
- **P&L & Unit Economics:** Owned forecasts, pricing, CAC, LTV and CM3 across ecommerce and business operations within a ~$80M company and used contribution economics to decide what to scale, fix or stop.
- **Demand & Inventory Planning:** Managed multimillion-dollar inventory through forecasts, promotions, subscription demand, supplier lead times, available stock and cash requirements.
- **Subscription Economics:** Owned cross-sell and recurring-revenue performance across 45,000-48,000 autoship schedules, including retention pricing, billing notices and failed-payment recovery.
- **Cross-Functional Leadership:** Led seven department managers and coordinated manufacturers, counsel, marketing, talent and ownership through rapid change and complex business risk.
- **People & KPI Leadership:** Built companywide dashboards and manager reviews and held final authority for hiring, performance, discipline and termination.
- **Creator & Media Operations:** Built recurring contributor relationships across radio, podcast, streaming and video, coordinating terms, deliverables, promotion, licensing, royalties and payments.
- **Customer Experience & Systems:** Added live chat and a PCI-compliant 24/7/365 call center and led Magento, NetSuite, SubscribePro, fraud-prevention and reporting implementations across the operation.
- **Fulfillment Expansion:** Led setup of a 32,000-square-foot facility, coordinating racking, warehouse systems, IT equipment, vendors and operating teams through the transition.

Founder & Operator

TK Commerce and Related Ventures, Concurrent ventures *2018-2023*

Operated ecommerce businesses and delivered contracted warehouse, fulfillment and procurement services.

- **Full P&L Ownership:** Managed revenue, purchasing, operating expenses, cash flow, margins, vendors, staffing and service delivery.
- **Commercial Decisions:** Evaluated supplier economics, freight, inventory exposure and contract terms to guide sourcing, pricing and purchasing.

SYSTEMS AND TOOLS

Implementation Scope: ERP, ecommerce, subscriptions, order management, fraud prevention, customer service, marketing automation, workflow and KPI reporting

Representative Platforms: NetSuite, Magento, Shopify, SubscribePro, Stone Edge Order Manager, Kount, Zendesk, Bronto, Asana and Excel