

TIMOTHY FRUGE

OPERATIONS EXECUTIVE | FOUNDER PARTNERSHIP | CROSS-FUNCTIONAL EXECUTION | SCALING ORGANIZATIONS

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EXECUTIVE PROFILE

Founder-facing operations executive and entrepreneur with nearly two decades building and scaling ecommerce and consumer-product businesses. Helped grow one founder-led company from roughly 7 people and approximately \$2 million in annual revenue to approximately 80 people and approximately \$80 million, becoming its broad operating and escalation point. Also founded and co-founded consumer ventures, invested personal capital, and sold operating expertise through consulting. Translates founder priorities into practical systems and accountable execution.

OPERATING STRENGTHS

Founder & Executive Partnership • Business Operations • Strategic Initiatives • Cross-Functional Execution • Organizational Scaling • Operating Systems • E-Commerce & DTC • Manager Development • Product Commercialization • Distribution & Fulfillment • Supply Chain • ERP Implementation

SELECTED OPERATING IMPACT

- Was responsible for the ecommerce operating environment as a founder-led company grew from approximately \$2 million to approximately \$80 million in annual company revenue and from roughly 7 to approximately 80 employees.
- Built and led a management layer of approximately 8 functional managers and 50-55 employees, moving routine decisions closer to the work while keeping larger priorities aligned with the founder.
- Scaled a high-volume operation supporting approximately 2,000 SKUs and 750,000 annual orders while expanding fulfillment incrementally from approximately 600 to 30,000 square feet and coordinating more than 250 product launches.

PROFESSIONAL EXPERIENCE

Nine Rivers Consulting / PrepareToday | Austin, Texas | 2022–2024

Founder

- Started and ran a direct-to-consumer preparedness business that generated approximately \$3 million in first-year sales.
- Built an asset-light supplier and drop-ship model supporting nationwide fulfillment while limiting inventory and capital exposure; owned purchasing, Shopify, merchant processing, customer service, marketing coordination, and process design.

TK Commerce LLC | Austin, Texas | 2018–2023

Founder & Operating Consultant (Concurrent Venture)

- Founded and solely owned an ecommerce and operations company that developed consumer-product ventures and later provided paid operating and business-building services.
- Led contracted fulfillment operations—including staffing, procedures, warehouse leadership, layout, and equipment—for a 30,000-square-foot site handling approximately 2,000–2,500 daily orders; also built asset-light product ventures spanning sourcing, supplier economics, packaging, Shopify integrations, inventory, pricing, merchant processing, and commercial sales.

Ready Alliance Group / My Patriot Supply | Salt Lake County, Utah | 2020–2022**Business Operations | Strategic Operations & Special Projects**

- Joined an established preparedness business operating at approximately \$200–\$250 million in annual revenue to take on important operating projects across facilities, people, suppliers, product research, and growth decisions.
- Executed concurrent launches of an approximately 32,000-square-foot Kansas City facility and an approximately 30,000-square-foot Columbus facility, including site tours, lease and legal coordination, founding-manager recruiting, layout, equipment, IT, and staffing workstreams.
- Challenged the assumed eastern distribution location and recommended Columbus after comparing UPS two-day reach, real-estate economics, trucking distance, fuel use, and replenishment time.
- Stabilized the Columbus launch after employee concerns surfaced by investigating on site, replacing the manager, promoting internal talent, and handing ongoing oversight to an established warehouse leader.
- Completed a post-acquisition operational assessment of InstaFire by interviewing the founders, documenting the manufacturing process, and defining proposed footprint, equipment, personnel, and transition requirements for leadership.

Confidential, Privately Held Ecommerce & Media Company | Austin, Texas | Jan 2007–Sep 2020**Director of Business Operations | Earlier Roles of Increasing Responsibility**

- Joined a roughly 7-person founder-led ecommerce and media company and grew into its broad operating and escalation point as annual company revenue reached approximately \$80 million and the organization grew to approximately 80 employees.
- Built and developed a layer of approximately 8 functional managers overseeing 50-55 employees, moving recurring decisions closer to the work while keeping larger priorities aligned with the founder.
- Recognized the need for an enterprise platform, built the approximately \$150,000 business case for NetSuite, secured approval, selected implementation resources, and coordinated requirements, data, workflows, training, and rollout.
- Expanded fulfillment incrementally from approximately 600 to 30,000 square feet, using offsite inventory storage and one third-party logistics partner as bridge capacity while internal infrastructure caught up.
- Directed commercialization of more than 250 products and personally managed approximately 40-50 active supplement and adjacent consumer-product SKUs across 10-12 contract manufacturers, including sourcing, negotiation, demand planning, pricing, QA/QC coordination, and portfolio decisions.
- Originated and defined the operating requirements for a recurring-order program that reached approximately 45,000-48,000 active product subscription schedules across 14-, 30-, 60-, and 90-day cycles.
- Replaced the primary payment processor and gateway after a 30-day termination notice by coordinating ecommerce staff, developers, merchant partners, testing, and cutover without interrupting customer transactions or recurring billing.
- Made purchasing and operating decisions using daily revenue, SKU sales, margin, cash, accounts payable, deposits, and landed cost; approved individual inventory orders above \$250,000 and vendor payments exceeding \$1 million per month.

SYSTEMS & OPERATING TOOLS

NetSuite ERP • Magento • Shopify • Stone Edge Order Manager (SQL-backed interface) • Zendesk • Microsoft Office • Google Workspace • AI-Assisted Research, Synthesis & Drafting