

JONATHAN SEITZ



Chief Operating Officer

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Peachtree Corners, GA
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INTEGRATING VISION WITH PEOPLE, PROCESS, AND TECHNOLOGY DRIVING OPERATIONAL EXCELLENCE & SCALABLE GROWTH

Big Wins

- Doubled revenue from \$7.3M to \$14.8M in 14 months by installing full EOS, launching a new state office, and realigning talent & compensation structures
- Delivered \$210K in first-year expense savings while unifying fragmented systems onto Zoho ERP/CRM and building real-time executive dashboards
- Built full Executive Leadership Team and implemented Velocity Operating System to prepare \$7M ARR company for \$80M exit
- Reduced turnover from 60% to 11% and rebuilt entire sales, marketing, and operations teams from the ground up
- Consolidated 21 fragmented systems into a single low-code ecosystem — 70% reduction in daily tool usage
- Increased year-over-year revenue 20% to \$23M by establishing scalable operational controls and performance accountability
- Recovered \$330K in previously uncollected revenue in a single month through new Closed File Incentive Program
- Placed 71 professionals into the right seats, driving culture, retention, and consistent high performance

Top Talents

Systems & Execution

- EOS & Other OS Implementations
- Full P&L Ownership & Scalability
- KPI Dashboards & Visibility
- Accountability Rhythms

People & Leadership

- Role & Talent Optimization
- Executive Leadership Coaching
- Culture Transformation
- High-Performance Team Retention

Process & Strategy

- Process design & improvement
- Strategic restructuring
- Revenue operations & GTM scaling
- Project management & delivery

Technology & Integration

- Enterprise systems modernization
- Data-driven decisions on analytics
- Low-code platform implementation & automation

Professional Experience

Chief Operating Officer

October 2025 - Present

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Peachtree Corners, GA

- Created and implemented Velocity Operating System (high-speed evolution of EOS) to prepare \$7M ARR legal services company for \$80M exit
- Built full Executive Leadership Team (ELT) and reorganized operations into clearly defined departments with modern structure and accountability
- Selected and implemented Zoho ERP and CRM to unify fragmented revenue operations and create single source of truth across the organization
- Delivered \$210K in first-year expense savings and \$35K in Q1 software cost reductions while eliminating redundant tools and building real-time executive dashboards

Chief Operating Officer

April 2024 - October 2025

Groth, Makarenko, Kaiser & Eidex, LLC (GMKE)

Duluth, GA

- Doubled firm ARR from \$7.3M to \$14.8M in 14 months through full-firm EOS implementation, strategic restructuring, and talent realignment
- Designed and rolled out dual-division litigation structure, launched fully staffed Tennessee office, and completely redesigned compensation & bonus programs
- Exited PEO dependency and implemented standalone HRIS, payroll, and benefits systems — achieved 14% benefit cost reduction with increased coverage
- Introduced Closed File Incentive Program that closed 150+ cases and recovered \$330K in previously uncollected revenue in a single month

Chief Operating Officer (Interim & Fractional)

February 2020 - April 2024

Cogentium, LLC (Formerly PPT Partners)

Peachtree Corners, GA

- Served as fractional COO and Integrator for multiple scaling companies, implementing EOS, Empire Operating Model, and Force Scaling Operating System
- At Kitchen Designs Group: Drove 20% YoY revenue growth to \$23M by establishing scalable operational controls, reporting procedures, processes, and performance accountability systems

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- At Patriot Home Buyers: Consolidated 21 fragmented systems into a single low-code ecosystem (70% reduction in daily tool usage), reduced turnover from 60% to 11%, and delivered triple-digit month-over-month revenue growth
- Authored 3 corporate playbooks and 2 company handbooks; developed KPI dashboards and placed 24 professionals into right-seat roles across engagements
- P&L responsibilities ranging from \$3M to \$27M, Direct reports between 11 and 23 FTE with up to 20 contractors, and 80 indirect employees.
- Managed annual operating budgets spanning Human Resources, Manufacturing, Employee Health & Environmental Safety, Supply Chain and Logistics, IT, Inventory, and Sales. \$1.4M up to \$18M.

Vice President of Sales (Acting COO & Integrator)

August 2018 - January 2020

OGARAJETS

Atlanta, GA

- Built the company's first formal sales department and operating system from scratch, delivering 2.5× P&L growth (\$400K to ~\$1M) in one year
- Generated \$725K in new revenue within 9 months — 50% ahead of target — through targeted hiring, onboarding, and sales playbook implementation
- Increased sales activities by 112% and reversed long-cycle stagnation by redesigning compensation, processes, and performance metrics
- Scaled operations across multiple departments while providing executive-level leadership in the absence of dedicated COO support

Operations Manager

August 2016 - August 2018

Travelers Insurance

Alpharetta, GA

- Reduced labor costs 17% and delivered \$300K in operational savings through streamlined workflows and performance accountability systems

Project Manager - Navigator Special Enterprise Project

October 2012 - August 2016

Assistant Branch Manager

June 2011 - August 2016

AIG Aerospace

Atlanta, GA

- Modernized and brought online an internal proprietary underwriting system I invented in 2004
- Led and coached 8 underwriters and 6 assistants. Designed and delivered a new underwriter training program.

Vice President

March 2006 - June 2011

Jeteffect

Jupiter, FL

- Envisioned and established two Jeteffect subsidiaries: VLJFX & Aspen Key Insurance

Underwriter

December 2003 - March 2006

AIG Aviation

Atlanta, GA

- Awarded AIG innovation "Big Idea" prize. Created the basis for Aerospace Navigator.

Education, Certifications, Software & Skills

B.Sc. Aeronautical Science, Aviation Business concentration

Embry-Riddle Aeronautical University

Certifications: Certified Zoho Administrator; EOS Implementer; Empire Operating Model Certified Coach; Force Scaling Certified Coach; Six Sigma Yellow Belt (completed Green & Black Belt coursework); IADA Certified Aircraft Broker; FAA Commercial Pilot Certificate – Multi-Engine Land, Instrument Airplane

Software: Zoho One - Admin; MS Excel - Expert; MS Office - Advanced; Salesforce & Hubspot CRM - Proficient; Canva - Proficient; ChatGPT/Grok/Gemini - Expert; Other AI consistently evolving and learning.

Skills: Strategic Planning & Implementation; P&L Management; Operational & Technical Innovation; Change Management; Continuous Improvement; Process & Procedure Optimization; Data Analysis & Decision-Making; Conflict Resolution; Contract Negotiations; Communication; Risk Assessment & Mitigation; Business Transformation; Team Development