

Ava Tusek

Director of Operations · Chief of Staff

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SUMMARY

Operator skilled in change management and program rollouts. I build the systems, structures, and reporting sequences that help teams execute together. At Cloud Medical, I unified six tools into a single operating system, used its data to rebuild the team, and helped grow annual revenue 36% while doubling net margin. Previously, as a functional Chief of Staff at a venture-backed startup, I supported a \$1.6M raise, cut overhead 65%, and managed relationships with key clients, including US DHS/CBP, Microsoft, SAP, and CANACERO. Across both companies, my job was the same: help create the strategy, hold the leader and the team to it, and get them to the goal they wanted.

WHAT I BRING

The missing layer. Most organizations lack someone who can gather the right information and use software, teams and AI to build the systems that keep everyone aligned.

Change when everyone is maxed out. I explain the why, take work off people's plates before adding more, and roll out in stages.

Coordinating people. Leaders rarely struggle with ideas. They struggle to ask their team for the right work, in the right order, with the right context.

Software that still matters. AI enhances a core system; it doesn't replace one. I lead implementations from rollout plan to adoption, then build AI on top.

EXPERIENCE

Cloud Medical · Director of Operations

2024 – 2026

Three-location direct primary care practice, 15-person team, Boulder, CO

- Grew annual revenue 36%, from \$2.4M to \$3.27M, and doubled net margin from about 8% to about 16%.
- Raised revenue per member per month from about \$121 to \$165 while leading a membership price change from \$94 to \$128 with under 2% churn.
- Consolidated six systems into one EMR and patient portal; wrote the rollout plan and trained staff and patients.
- Defined company KPIs from business goals and built the workflows to report them, giving leadership its first view of churn risk, per-member revenue and operating costs.
- Cut cost of goods sold 40% through staffing changes, lab workflow redesign and vendor consolidation.
- Redesigned the org chart around data on each role's work; hired two physicians and an office manager and grew the team from 11 to 15.
- Owned the full talent cycle: hired to roles defined from real work data with AI-ranked applicants, built role-specific onboarding with video training and a 90-day plan, ran weekly 1:1s, and created the company's first performance review cycle; rebuilt about 60% of the team over 18 months and promoted from within.
- Built the first member lifecycle: the company's first CRM, an onboarding email sequence and a Google Ads pipeline.
- Created a Master SOP as the single source for processes, KPIs and vendors, with an AI assistant that answers staff questions.

Transmute · Operations Manager (functional Chief of Staff)

2022 – 2024

Venture-backed supply chain software startup, Austin, TX

- Managed a 700+ investor pipeline and seed-round diligence, supporting a \$1.6M raise.
- Cut product and engineering overhead 65% through automation and removing redundancy.

- Translated executive goals into team processes and built quarterly and annual plans to keep the executive team aligned.
- Point of contact for customers including US DHS/CBP, SAP, Microsoft and CANACERO, with 95% client satisfaction.
- Wrote and rolled out 75+ company-wide SOPs and an employee handbook that raised policy adherence 50%.
- Led the launch of Transmute's connector on the SAP Store.

Rapid Rewire Method · Project Manager

2020 – 2022

Coaching platform, Boulder, CO

- Designed hybrid experiences for 500+ practitioners and clients through online courses and 15 live and hybrid events.
- Set quarterly and annual sales and strategic objectives, and managed strategic partnerships.
- Built the marketing and content calendar, increasing social engagement 70%.

Early career · Independent creator, assistant event coordinator

2016 – 2021

- Started a book-themed Instagram account at 15 and grew it to 50,000 followers, then launched a podcast that reached 30,000 unique listeners.
- At Second Star to the Right Books, moved author events online during the 2020 shutdowns and ran campaigns that lifted genre fiction sales 1,000%.

AI IN OPERATIONS

Patient message triage. A Gemini agent that sorted portal messages and drafted replies.	Response-time checks. An agent that tracked EMR reply times and flagged gaps.
Applicant ranking. A workflow that ranked candidates from resumes and interview transcripts.	Knowledge assistant. Answers staff questions about processes, KPIs and vendors from the Master SOP.

SKILLS

Operations	Org design, KPI design and reporting, process and SOP design, system migrations, vendor management, cost reduction
Leadership	Hiring and onboarding, performance management, change management, cross-functional alignment, executive support
Growth	Pricing strategy, partnerships, fundraising support, customer success, CRM and acquisition pipelines
Tools	EMR and patient portals, ClickUp, HubSpot, Fullscript, QuickBooks Online, Google Workspace, Microsoft Office, Claude (Code, Cowork, Design), Gemini (agents, Apps Script)

EDUCATION

University of Denver · BA in English and Marketing