JADE TRUONG

HEAR JADE IN HER OWN VOICE
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OPERATIONS & TRANSFORMATION LEADER · FORMER COO & INTERIM CEO

jadetruong.com · California

I run operations for tech companies that are changing shape faster than their systems can hold. Nearly 100 companies across eleven industries, $1.18B in value delivered. I listen at every level, from the founder to the front line, bring the Voice of the Customer and the Voice of the Company to the same table, and clear the one blockage that lets teams decide and move on their own. Former COO and interim CEO of a twelve-branch surgical group, fractional COO across a 23-company portfolio, and five years shipping AI and automation into live operations.

SELECTED RESULTS

38
Microsoft MSN product plans and one three-year roadmap across 100+ teams, approved by Bill Gates

$650M
eBay Mobile revenue after its first iPhone app and a 13-country revamp in six months

80%
Nuance support calls automated with natural language voice systems in four months, $4M+ saved in year two

230%
Profit increase at a twelve-branch surgical group, $299 to $2,999 per procedure

$32M
AT&T Interactive first-year sold revenue across 5,000 consultants in 22 markets

1,528
AT&T care reps retained of 1,800 hired in six months, each trusted with $2,000 per customer

2 days
Webex support backlog, down from a month; satisfaction up 58%

$200M
Capital preserved after advising an investor against a nine-figure commitment

EXPERIENCE

Independent Advisor, Fractional COO and AI Practice
2015 to present

Contract staff to a venture and private investor law firm, with an independent practice alongside

- Fractional COO and Chief of Staff across a $160M portfolio of 23 venture-backed and privately held companies, engaged by investors to return stalled businesses to plan.
- Go and no-go counsel on prospective investments; recommended against a nine-figure commitment after identifying an unrecoverable cost structure and reputational exposure. The investor withdrew.
- CEO special projects, board and investor preparation. Established the firm's Legal Operations infrastructure and consulted on a Salesforce vendor portal saving about $4M a year.
- Five years inside large language models: a Chief of Staff application, CRM systems, automated lead flow, vendor management, partnerships and investor research. Replaced about ten subscription tools with one self-hosted platform on a $120 server, returning about $230K a year.

VP Operations, promoted to COO, then Interim CEO
2006 to 2008

Twelve-branch surgical group

- Acted as CEO while the board set long-term strategy.
- Repositioned from $299 to $2,999 per procedure with a five-star patient experience designed around the fear of surgery; profit up more than 230%, revenue up more than $4.2M.
- $1.2M saved by cutting non-performing advertising and renegotiating rates; three branches closed for about $1.8M a year; call center turnover down 60%.

Head of Operations
2006 to 2011

Mobile strategy and engineering consultancy · Nuance, eBay, PayPal, AT&T, Microsoft Mobile, Verizon, iPass

- Nuance and Dictaphone merger: led 19 teams; natural language voice systems automated 80% of support calls in four months, saving $4M+ in year two; $7M a year cut from development costs through outsourcing; OEM partnerships with Nokia, Samsung and Motorola put mobile care software on 500M+ handsets.
- eBay: oversight and communications across about 24 teams; first iPhone app, 13-country mobile revamp and 75+ device ports in six months. eBay Mobile reported $650M in 2009, up more than 200%.
- AT&T Interactive: display advertising launched to 5,000 consultants in 22 markets, $32M sold in year one; Voice of the Company program lifted sales 21%.

Senior Program Manager, contract engagements

2003 to 2008

Microsoft · Xbox, MSN, Windows Live, Office, Bing, Zune

- Xbox: set the micropayments strategy, approved and launched within four months of the pitch; built the partner certification program, indie producer strategy and licensed content roadmap across 20 teams in a division producing over $200M in profit, working daily with sixteen functions.
- MSN: ran strategic planning for 35+ products and three acquisitions across 100+ teams and 50 department heads; 38 product plans and a three-year roadmap approved by Bill Gates; the framework was adopted by two Windows teams and a program management group.
- Office and Bing: daily red, yellow and green executive dashboards in place of ten-page status decks; automated triage of Bing research requests, removing a 21-day backlog.

Co-Founder, Director of Strategy, Partnerships and Development

2011 to 2017

A Child Unchained, nonprofit

- Opened five boarding schools for children rescued from trafficking; raised more than $1M and supported more than 2,000 children.

EARLIER CAREER

- **Volt Professional Enterprise Services**, Head of Partner Engagement. Landed and stood up Microsoft's outsourced QA and game certification program, Volt's largest client.
- **NomaData**, VP Operations. First open-source practice management suite across medical, dental and chiropractic practices; 138 practices, $11M raised; patient-controlled records and HIPAA compliance ahead of mandate.
- **AT&T**, Operations Manager, later Voice of the Customer consultant. Stood up an empty Sacramento care center: hired 1,800 and retained 1,528 in six months; care portal with $2,000 front-line authority; $9.2M in mMode sales growth in three months.
- **Webex**, Support Analyst and Project Manager. Backlog from a month to two days; satisfaction up 58%; international corporate retention up 23%.
- **Emitronix**, Head of Operations and Investor Relations. LED wafer manufacturing to ISO 9000; $30M first round and eight corporate contracts.
- **Band of Angels**, Startup Funding Consultant. Coached portfolio startups on pitch and funding; across my career, 20+ pitch decks since 1998 have raised more than $300M.
- **Bomel Construction**, Project Manager. Structural concrete across Bellagio, Stratosphere, Paris, New York New York, Wynn and Caesars Palace; general contractor on the $63M Fremont Street Experience, inside $3.5B of resort development.
- **Patent Construction Systems**, Systems Analyst. Automated bidding, contracts and inventory; inventory loss down 46%, $23M in revenue supported.

EDUCATION

B.S., Business Administration and Management, Thomas Edison State University, summa cum laude

A.S., Computer Science, Natural Science and Mathematics, Thomas Edison State University, summa cum laude

Post-Graduate Certificate, Executive Leadership, Harvard University

Post-Graduate Certificate, Strategic Business Operations, The Wharton School

BOARD AND HONORS

Executive Board, Women in Tech

Executive Board, Seattle Technology Incubator

Board, Project Management Institute, Puget Sound Chapter

President's Award for Innovative Business Strategy

Women Leadership Award

CORE STRENGTHS

Operational transformation · Rhythm of Business · Voice of the Customer and Voice of the Company · Merger integration · Customer care operations · AI and process automation · Vendor and partner strategy · Investor readiness