JADE TRUONG

OPERATING BRIEF

jadetruong.com · California

HEAR JADE IN HER OWN VOICE
Ask about any case: jadetruong.com/#ask

Tech companies call me when they start changing shape. I keep the people whole and the ship moving. Nearly 100 companies across eleven industries, from Microsoft, Xbox, eBay, AT&T, Nuance and Webex to stealth startups, and $1.18B in value delivered.

WHAT I RUN

- The operating rhythm: revenue, profit and churn measured against milestones.
- Teams and the space between them: product, engineering, care, sales and operations working as one.
- Customer operations, from the front line to the boardroom, with the Voice of the Customer and the Voice of the Company at the same table.
- AI and automation where it makes sense, chosen problem first and adopted by the people who run it.

THE RECORD

38
MSN product plans, one roadmap, approved by Bill Gates

4 months
Xbox micropayments, pitch to launch

$650M
eBay Mobile revenue after a six-month launch

80%
Nuance support calls automated during a merger

230%
Profit increase as COO and interim CEO

$579
Average front-line spend of a $2,000 limit at AT&T

HOW I WORK

- The first two weeks, I listen and meet everyone, founder to front line.
- Then I clear the easiest blockage between your people and their best work, with solutions the teams lead themselves.
- Employee autonomy: agreed milestones, trust first, and systems that uphold it.
- Hand to hand, eye to eye. No game, no politics, no lingo.

WHAT I NEED IN THE SEAT

- My own teams, mine to protect.
- A CFO who owns financial planning and reporting, and a CEO who owns investors.
- Leadership that holds the flag for its teams and knows the janitor's name.
- Hybrid or on site in San Jose, San Francisco or Orange County, with my own office, adjustable lighting and my own monitors.

START WITH A CONVERSATION

One real business conversation with the decision-maker. Bring one issue your company is grappling with, and we will both know quickly whether I belong in the room.

OR BOOK A SESSION

Let’s Really Talk: 90 minutes, $500, video or phone. Book at jadetruong.com/book. Read how I think at chaostoease.substack.com and the full case studies at jadetruong.com/work.