

# BILL TABINO

Chief Operating Officer | Operating Executive | Value Creation Leader  
Contact: (760) 697-0428 | bill.tabino@gmail.com | LinkedIn: [linkedin.com/in/bill-tabino](https://linkedin.com/in/bill-tabino)

---

## EXECUTIVE PROFILE

Institutional operating executive with 12+ years building enterprise-grade operating systems and leading cross-functional organizations through transformation, professionalization, and profitable growth in middle-market companies.

Experienced in leading organizations through professionalization and performance transformation. Proven ability to install performance management frameworks (OKRs, RevOps, KPI governance) that drive measurable EBITDA expansion while maintaining operational velocity.

Successfully scaled multi-channel businesses from inception to strategic exits: 110% NRR, 33% EBITDA margins, sub-3-month CAC payback, 55% CAGR. Deep pattern recognition from systematic evaluation of 500+ companies as independent sponsor across essential services, SaaS, and infrastructure sectors. Developed comprehensive integration frameworks and value creation roadmaps through extensive diligence work.

Comfortable interacting with CEOs, investors, and boards; experienced presenting financial performance, operating plans, and value-creation initiatives.

### Leadership Philosophy:

- Professionalize without bureaucratizing; preserve entrepreneurial velocity with institutional discipline
- Use transparent metrics, operating cadence, and KPI governance to create cross-functional accountability
- Convert strategic ambition into executable, resourced operating plans aligned with CEO and Board priorities

**Target Roles:** Chief Executive Officer • Chief Operating Officer • Chief Revenue Officer • Operating Partner (Value Creation) • EVP/SVP Operations • Division President/GM

**Sectors:** Tech-enabled services, SaaS, essential business services, infrastructure-adjacent services, consumer goods & services

---

## SELECTED ACHIEVEMENTS

- Scaled platform to mid seven-figures ARR with 33% EBITDA (strategic exit) with zero outside capital
- Installed enterprise operating system adopted across 4 departments
- Delivered \$400K annual OPEX savings; 30% net profit improvement
- Evaluated 500+ companies; led 20+ diligence cycles; built 100-day plans
- Built and exited two recurring revenue businesses with strong retention

---

## PROFESSIONAL OPERATING SCOPE

- **Revenue Leadership:** Direct P&L ownership to mid seven figure ARR; evaluated companies with \$20M–\$200M revenue
- **Organizational Scale:** Led teams of 5–23 FTEs; evaluated organizations of 50–500 employees
- **Functional Oversight:** Product, Marketing, Technology, Customer Success, Operations, RevOps, Finance partnership
- **Business Models:** SaaS, tech-enabled services, consumer operations, B2B/B2G/B2C channels, recurring revenue
- **Operating Complexity:** Multi-channel GTM, subscription models, distributed teams, integrated technology stacks

- **Systems Deployed:** Annual Operating Plans, OKR/KPI frameworks, MBR/QBR cadences, RevOps infrastructure, forecasting
- **Value Creation:** Margin expansion, NRR optimization, cost structure rationalization, organizational design, exit readiness

---

## PROFESSIONAL EXPERIENCE

### WAYPOINT LEGACY PARTNERS | Principal | San Diego, CA | 2023 – 2025

Independent sponsor conducting systematic origination and evaluation of mission-critical services businesses. Completed two-year initiative.

- Sourced and evaluated 500+ companies (\$3-20M EBITDA) across essential services, SaaS, and infrastructure; conducted 80+ management meetings developing deep pattern recognition across business models and operational maturity levels
- Advanced 40 opportunities through evaluation; submitted 20 IOIs and negotiated 2 accepted LOIs for companies generating \$8M-\$11M EBITDA with clear margin expansion and organizational improvement opportunities
- Led comprehensive due diligence across financial (QoE), commercial, operational, and technical workstreams; developed 100-day plans and 3-year value creation roadmaps for target companies
- Developed financing packages combining debt and equity capital; built relationships with lenders and equity investors for potential transactions from \$15M-\$250M enterprise value

### SOFLETE | Chief Operating Officer | San Diego, CA | 2015 – 2023

Operating Scope: 23 employees | 4 departments | Multi-channel (B2C/B2B/B2G) | SaaS + services + content

- Achieved mid seven-figures ARR at 55% CAGR with zero outside capital, delivering 110% NRR, 85% GRR, 3-month CAC payback, 3.2x LTV/CAC ratio, and 33% EBITDA margin at exit
- Implemented comprehensive performance management system with quarterly OKRs, monthly business reviews, and real-time dashboards enabling data-driven resource allocation and enterprise operating cadence across Product, Marketing, Technology, and Customer Success
- Built organization from 4 people to 23-person cross-functional team including CMO and functional leads; established annual operating planning, forecasting discipline, and executive governance
- Drove 30% net profit improvement and \$400K annual OPEX optimization through RevOps systemization, vendor consolidation, process automation, and disciplined resource allocation
- Expanded GTM from primarily B2G (military/federal) into B2C and B2B markets, launching 3 integrated products including mobile application; increased active subscriber base 41% and retention 32% through integrated customer lifecycle strategy and customer success infrastructure
- Led company through strategic acquisition driven by strong retention metrics, defensible market position, and proven unit economics with sustainable margin profile

### SILWAR ATHLETICS | Founder / Owner | Wilmington, NC | 2010 – 2017

Operating Scope: 2,000 members | 18 employees | Multi-revenue model (membership, training, retail)

- Scaled membership from zero to 2,000 through integrated multi-channel strategy; achieved 21% EBITDA margin with 3-4 month CAC payback and 20% annual churn through disciplined unit economics
- Increased annual revenue 160% through tiered pricing strategy, cross-sell programs converting 35% of members to higher-value services, and strategic partnerships with complementary businesses

- Built 18-person multidisciplinary team across coaching, operations, and customer experience; established SOPs for operations, sales, and service delivery; maintained high utilization and engagement rates across program offerings
- Successfully acquired by regional fitness chain in 2017 based on strong unit economics, operational infrastructure, and recurring revenue quality

## **COMPASS ROSE APPAREL | President | Raleigh, NC | 2012 – 2014**

Operating Scope: DTC manufacturing and e-commerce | 7 employees | U.S. manufacturing operations

- Achieved profitability year one; expanded operating margin 4 percentage points through SKU rationalization and vendor renegotiations despite 25% COGS increase
- Increased Average Order Value 55% through data-driven pricing optimization, product bundling, and lifecycle email marketing
- Implemented integrated ERP/eCommerce platform (Shopify + NetSuite); reduced inventory carrying costs 17% through demand planning and production scheduling optimization
- Positioned the business for acquisition through improved margin profile, operational systemization, and supply chain discipline

## **UNITED STATES MARINE CORPS | Forward Observer | Camp Lejeune, NC | 2005 – 2009**

- Led real-time operational coordination across infantry, artillery, and air assets, developing pattern recognition capabilities and rapid decision-making skills directly applicable to operational leadership in dynamic business environments
- Developed foundational leadership attributes—discipline, resilience, accountability, mission focus—that translate directly to building high-performance teams, managing operational complexity, and executing under pressure in executive roles. Experience operating in ambiguity and high-pressure environments directly informs calm, structured executive decision-making in scaling and transformation mandates

---

## **ENTERPRISE OPERATING SYSTEMS INSTALLED**

**Performance Management:** Annual Operating Plans with scenario modeling and capital budgeting | OKR implementation with quarterly objectives and cross-functional alignment | MBR/QBR executive cadence | KPI governance with dashboard design and real-time reporting | Cross-functional operating rhythm integrating Product, Marketing, Technology, and Operations

**Revenue Operations:** CRM implementation and pipeline management (HubSpot/Salesforce) | Marketing and customer lifecycle management across acquisition, onboarding, engagement, retention | Pricing and packaging optimization | Multi-channel GTM strategy (B2C/B2B/B2G)

**Operational Excellence:** Process standardization and SOP development | ERP/CRM systems integration | Cost structure optimization and vendor consolidation | Organizational design and accountability frameworks | Talent architecture and role clarity systems, enabling scalable organizational structure and accountability

**Financial Planning:** Monthly/quarterly/annual forecasting and scenario planning | Unit economics modeling (CAC/LTV, cohort analysis) | Department budgeting and 13-week cash forecasting | Board-level financial reporting

---

## **DEAL EVALUATION & VALUE CREATION EXPERIENCE**

**Independent Sponsor & Diligence:**

- Evaluated 500+ companies across essential services, SaaS, and infrastructure; conducted 80+ management meetings; submitted 20+ IOIs; negotiated 2 accepted LOIs for companies generating \$8M-\$11M EBITDA
- Led financial, commercial, operational, and technical diligence on 20+ target companies coordinating with external advisors
- Developed value creation frameworks and 100-day plans identifying margin expansion, organizational improvements, and growth opportunities based on systematic pattern recognition
- Assessed integration readiness of target companies, including systems, leadership bench strength, and operational scalability
- Transaction evaluation experience: \$15M-\$250M enterprise value

### **Operator Value Creation (Executed):**

- Delivered 33% EBITDA margin (SOFLETE) and 21% EBITDA margin (SILWAR) through operational excellence and margin expansion
- Improved NRR from 90% to 110% through customer success infrastructure and expansion revenue programs
- Scaled teams from 5 to 23 employees; installed institutional operating systems (OKRs, RevOps, KPI governance) across multiple companies
- Led two companies through strategic acquisitions based on strong unit economics, operational infrastructure, and exit readiness

---

## **CORE COMPETENCIES**

**Strategic Leadership:** Annual Operating Plans • Strategic Planning • Scenario Modeling • Capital Allocation • Board Communication • Executive Decision-Making

**Operational Systems:** RevOps Infrastructure • Process Optimization • Systems Integration • Organizational Design • Change Management

**Financial Acumen:** P&L Ownership • EBITDA Management • Unit Economics • FP&A Partnership • Forecasting • Budgeting • Quality of Earnings Analysis

**Growth & GTM:** Multi-Channel Strategy • Pricing & Packaging • Customer Lifecycle Management • Expansion Revenue • B2B/B2G/B2C Execution • SaaS Metrics

**Organizational Leadership:** Executive Team Building • Cross-Functional Alignment • Talent Development • Leadership Development

**Value Creation:** Margin Expansion • Cost Optimization • Revenue Quality Improvement • Retention Enhancement • Exit Readiness

**Diligence & Investment:** Buy-Side Evaluation • Commercial Diligence • Operational Assessment • Value Creation Planning • Transaction Structuring

---

## **EDUCATION**

MBA, Finance

UCLA Anderson School of Management | Los Angeles, CA

BA, Political Science and Government

Penn State University | University Park, PA