

ANDERSON COO

Running a company at your level is a different kind of hard. The problems you can see — the ones keeping you up at night — are exhausting enough on their own. But the more insidious challenges are the ones you can't see. Not because they're hidden, but because you're too close to the operation, too deep in the day-to-day, to spot them from where you're standing. That's not a criticism — it's what success at your level actually looks like from the inside.

An experienced outside perspective has a way of finding what you've been too busy to notice. And then doing something about it.

My background is a little different from most. I started as a structural engineer — trained to analyze complex systems, find failure points, and build things that hold under pressure. I then spent 22 years as a CEO, building and scaling operational infrastructure across multiple locations — including proprietary systems still running more than 15 years later. Along the way I've driven a 60% reduction in insurance costs, saved \$60,000 annually in facility expenses, and recovered 360+ hours of productivity through operational automation. The point is simple: I've done this, and I can do it for you.

I'm not asking for a commitment. I'm suggesting a conversation — 45 minutes between two executives to determine whether there's a fit. If there is, we'll both know. If there isn't, you'll walk away having spent 45 minutes stress-testing your operation with someone who has seen the inside of companies just like yours. Either way, you win.

Scan below or visit www.AndersonCOO.com/Start-The-Conversation. A few questions about your operation, five minutes of your time, and we'll take it from there.



To Your Operational Success,
Anderson COO

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A Track Record Built Across Multiple Operations

The following represents a cross-section of operational outcomes achieved across engagements in manufacturing, multi-location service operations, and industrial business environments. Client details remain confidential.

MANUFACTURING & PLANT OPERATIONS

Standardized operational procedures for a sheet metal manufacturing firm, improving workflow sequencing and throughput consistency across the production floor.

TECHNOLOGY & AUTOMATION

- CRM automation eliminating manual processes and recovering **360+ hours annually**
 - Proprietary system development replacing **\$31,000** in commercial software costs
 - Remote operations infrastructure managing multiple locations seamlessly
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COST ENGINEERING

- **60%** reduction in insurance costs through strategic carrier analysis and negotiation
 - **\$60,000** in annual facility cost reductions through strategic relocation
 - **\$50,000-\$65,000** in annual savings through administrative staffing restructure
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FINANCIAL ENGINEERING

- Debt restructuring delivering measurable annual savings
 - B2B contract negotiation representing **20% of company revenue**
 - **61.9% gross profit** and **32.2% net operating income** achieved through operational discipline and cost optimization
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GROWTH & RESILIENCE

- Multi-location expansion with fully remote operational management
- Zero client attrition through three strategic price increases
- Sustained profitability through three economic downturns including COVID

These outcomes weren't accidents. They were the result of disciplined operational thinking, data-driven decisions, and hands-on execution.

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THE PATH FROM CONVERSATION TO OPERATIONAL EXCELLENCE How An Engagement Works — Start To Finish

Every engagement begins the same way — with honesty and without pressure. There is no hard sell, no obligation, and no surprises. Just a straightforward process designed to determine whether there's a fit, and if there is, to get to work.

THE CONVERSATION

45 Minutes — No Charge — No Obligation

It starts with a conversation — two executives talking honestly about your operation, your challenges, and where you feel the business could be performing better.

I'm as selective about who I work with as you are about who you bring into your operation. That means this call runs both directions. You'll share what's working, what isn't, and where the operation feels like it's leaving money or momentum on the table. I'll ask a few clarifying questions along the way.

By the end of 45 minutes, we'll both have a sense of whether there's something worth exploring. If you'd like to take the next step, just say the word — I'll follow up with a simple email outlining exactly what that looks like.

THE DISCOVERY

The Foundation For Everything That Follows

Before anything else, I provide you with a fully executed non-disclosure agreement. What you share stays with me — full stop.

With that in place, you'll send over a few key financial documents — P&L, org chart, and any operational data that paints a picture of where the business currently stands. It means I walk through your door already informed, already asking the right questions, and already forming a hypothesis about where the opportunities live.

On-site, we'll spend 3-4 focused days together. Deep conversations with you, and individual interviews with the managers and department heads who would report directly to me if we move forward — the people with the clearest ground-level view of what's working and what isn't. My goal is not to judge. Rather, it's to get a solid feel for where I can add the most value so we can realize strong financial growth.

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The Discovery concludes with two tangible deliverables:

A written findings report identifying your top 3-5 operational opportunities. And a 90-day action roadmap with specific, prioritized recommendations.

Both are yours to keep — regardless of whether we proceed. That's simply how I do business.

The Discovery is priced based on your company's revenue, and if we move forward together, the fee is credited in full.

THE CONTRACT

A Partnership Built On Proven Results

I believe in modest compensation until I prove myself. It's what my father always taught me — make every agreement fair for all parties involved.

My monthly retainer is structured around your company's current revenue, keeping it affordable at a level that reflects where you are today — not where I intend to take you. As your operation grows and revenue crosses into the next tier, my compensation adjusts accordingly. You win. I win. That's not a contract clause — it's a philosophy and it fuels my dedication.

The initial commitment is three months — enough time to identify opportunities, implement changes, and deliver results you can measure. After that, the engagement continues month to month, on your terms, with 30 days notice either way.

THE ENGAGEMENT

Where Strategy Meets Execution

The strategy is yours. Now let's build the operation that brings it to life — sleeves rolled up, from day one.

Here is a small sample of what lands on your doorstep from day one:

- Executive-level operational leadership at a fraction of full-time cost
- Direct management of your department heads — mentoring them to be better than their former selves
- KPI development and performance monitoring across your operation
- Monthly operational performance report delivered to you personally
- Quarterly strategic roadmap keeping the long view in focus
- On-site presence as needed — up to one week per month

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What does the first 30 days actually look like?

- Immediate presence in your leadership team's world
 - Rapid identification of your top operational pressure points
 - First KPI framework drafted and in place
 - Your management team with a direct operational leader actively invested in their growth
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THE TERM

The Foundation Gets Stronger Every Month

The initial commitment is three months — enough runway to build the foundation, identify the wins, and deliver results you can measure. After that, the engagement continues month to month on your terms.

But here's what we've found to be true: the most valuable work happens after the foundation is built. Month four is better than month one. Month twelve is better than month four.

Operational excellence compounds — the systems get stronger, the team gets sharper, the margins get healthier. The question most clients eventually stop asking isn't "should we continue?" It's "where do we go next?"

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WHO I WORK WITH

The Right Fit Makes All The Difference — For Both Of Us

I'm selective about who I work with — not because I can't help a wide range of companies, but because I've learned that passion for the work produces better results than any checklist ever could. Here's an honest look at what that looks like.

The clients I do my best work with look something like this:

- \$5M-\$40M in annual revenue — the sweet spot where operational infrastructure makes the biggest difference and a Fractional COO delivers maximum value
 - At least one or two key operational people who run the day-to-day and would report directly to me — giving us the leverage to drive change from within
 - Operating in industrial sectors — companies that make things, move things, and keep industrial operations running
 - Experiencing growth but feeling the strain — revenue is moving in the right direction but the operation hasn't kept pace
 - Ready to make decisions based on data and analytical findings — not just gut feel
 - A CEO who wants to lead the company, not run the operation — and is ready to hand that responsibility to someone who will treat it like their own
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Where I'm probably not the right fit:

- Too early stage — if there are no operational people in place yet, there's nothing for me to lead
 - Looking for a consultant who delivers a report and disappears — I stay, I implement, I'm accountable for results
 - Not ready to make changes — if the status quo is sacred, we'll frustrate each other
 - Prefer to keep everything internal — an outside perspective is either welcome or it isn't
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Industries I serve:

I work with companies that make things, move things, and keep industrial operations running — across Manufacturing, Transportation & Logistics, Aerospace & Aviation, Energy & Industrial Services, Industrial Automation & Controls, and Industrial Distribution.

On principle, there are industries I simply don't work with — regardless of opportunity: Adult entertainment, cannabis, alcohol, tobacco, gambling, and abortion services.

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Referral Program

Good Executives Know Good Executives \$1,500 To You For The Right Introduction

If someone in your network could benefit from what you've just read, I'd love the introduction. For every referral that leads to a signed engagement, I'll send you \$1,500 — paid promptly after the client's first payment is received. No formal agreement, no paperwork, no complications. Just a simple thank you for a conversation that could make a meaningful difference for someone you know.

What To Listen For

If a fellow CEO or business colleague ever says something like this...

"I feel like I'm working harder than ever but the margins just aren't there."
— Classic signs of operational inefficiency quietly eating profitability.

"I feel like we should be further along by now."
— A stalled operation that needs fresh eyes and a new direction.

"We're growing but it feels like chaos."
— Revenue outpacing operational infrastructure.

"I have good managers but nobody's really leading them."
— The exact gap a Fractional COO fills.

"I can't seem to get out of the weeds no matter how hard I try."
— A founder stuck in operations instead of strategy.

"I need a COO but I can't justify the salary."
— The most direct signal of all.

How To Refer

Two simple options — whichever feels most natural:

A warm email introduction is all it takes — just a brief note saying you thought we should meet. Or simply share my contact information and let them reach out directly.

Either way, your \$1,500 arrives promptly once they sign.