

## **James A. McPherson | Fractional COO Offer Sheet**

**LinkedIn:** [James McPherson](#)

**Location:** North Carolina | National availability (hybrid / remote)

### **Executive Summary**

I help organizations turn complexity into clarity. As a Fractional Chief Operating Officer and Strategy Executive, I specialize in designing scalable systems that drive measurable growth, reduce risk, and create accountability. My approach bridges vision and execution, ensuring that every initiative aligns with the organization's long-term strategy and produces tangible results.

Core Sectors: Education • Infrastructure / Telecom • ESG / AI SaaS • Economic Development

Typical Engagements: Growth-Stage Companies • Founder-Led Firms • Mission-Driven Organizations

Timeframes: 90-Day, 6-Month, or 12-Month Engagements

### **Fractional COO Engagement Options**

#### **1. The 90-Day Operating System Install**

Purpose: Establish operational discipline for growth.

Deliverables:

- Organizational and systems audit
- KPI architecture and dashboard
- Weekly, monthly, and quarterly cadence
- Cash flow and forecasting model
- Vendor and license rationalization

Outcome: A clean, measurable operating rhythm that the team can sustain long-term.

## 2. The Renewals & Customer Success Engine

Purpose: Build predictable revenue and client retention systems.

Deliverables:

- Customer journey mapping and segmentation
- Playbooks for retention, renewals, and upsell
- Quarterly Business Review (QBR) templates
- Success metrics and accountability structure

Outcome: Higher renewals, lower churn, and measurable lifetime value growth.

## 3. The Scale-Up Controls Pack

Purpose: De-risk rapid growth by building financial and operational controls.

Deliverables:

- Budgeting, forecasting, and liquidity planning
- HR, payroll, and compliance systems alignment
- Procurement and contracting policies
- IRS / FCC / nonprofit compliance remediation

Outcome: Board-ready operations and fiscal resilience during scaling or transition.

### Recent Results

- Pivoted eLearning B2C → B2B, built Customer Success model → \$4.5M in new annual revenue; product now in 7,500 schools / 2.5M students.
- Uncovered \$0.9M shortfall, rebuilt cash flow, and preserved solvency during high inflation.
- Scaled ESG remediation services from \$180K → \$2M+ in one year.
- Project-managed a \$1B+ network buildout bid win (RDOF) through operational redesign.

### Engagement Approach

1. Diagnostic & Discovery (Week 1–2) – Stakeholder interviews, systems mapping, baseline metrics.
2. Design & Implementation (Weeks 3–8) – Operating model, KPI tree, financial cadence, governance.
3. Handoff & Coaching (Weeks 9–12) – Team adoption, reporting rhythm, and sustainability plan.

## Why Work With Me

- Strategic Depth: Duke MBA (Strategy & Decision Science) | Fulbright Scholar
- Operational Range: CFO, COO, and Strategy roles across education, SaaS, and infrastructure
- Execution Discipline: Lean, Agile, and 4DX implementations with measurable outcomes
- Cultural Fit: Trusted advisor, teacher, and quiet leader focused on impact over noise


## Engagement Logistics

Structure: Monthly retainer or fixed-scope project

Availability: Fractional (1–3 days/week) | Full-time interim (by agreement)

Deliverables: Written report, live dashboards, and leadership briefings

## Contact

 Email: [mcpherson@jalmcpherson.com](mailto:mcpherson@jalmcpherson.com)

 LinkedIn: [James McPherson](#)

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"I build systems that last — clean, transparent, and measurable. The goal isn't chaos management, it's clarity creation."