

BRENDON SANTRY

BUSINESS OPERATIONS | CROSS-FUNCTIONAL LEADER

CONTACT

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🌐 www.brendonsantry.com

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📍 Austin, TX

SKILLS

Program Management

Operating Models

Business Operations

Cross-Functional Communication

Data Analytics

Strategic Decision Making

Marketing

Vendor Management

Contract Management

Executive Stakeholder Management

EDUCATION

Master of Business Administration

University of Maryland Global Campus

2020-2022

Bachelors of Science

Florida State University

2011-2015

Major in Sociology

Minor in Communications

SUMMARY

Business operations leader with 9+ years building scalable systems, optimizing processes, and driving operational efficiency across product, finance, HR, and technology organizations. Track record of reducing costs, consolidating tooling, and standing up repeatable frameworks in high-growth and post-acquisition environments. Built a SaaS company from zero, unified three acquired companies into one operation, and partnered with C-suite executives and cross-functional teams to bring structure, transparency, and accountability to complex organizations.

WORK EXPERIENCE

Director of Company Operations

2024-2026

For Soccer

- Owned enterprise-wide operations across 6 departments (HR, Finance, Sales, Creative, Data & Insights, Account Management), reporting directly to the CEO during post-acquisition integration of three companies into one unified organization.
- Audited 70+ tools across three acquired branches, eliminated 15 redundant platforms, and reduced G&A spend by 47% YoY through license elimination, vendor renegotiation, and process optimization.
- Built onboarding, offboarding, and vendor management processes from scratch where none existed, creating repeatable operational frameworks that standardized workflows across all branches.
- Established executive reporting cadences that gave leadership cross-functional visibility into performance, spending, and operational health across the organization.
- Supported M&A due diligence preparation, compiling personnel records, risk assessments, tooling inventories, and insurance data while partnering with C-suite on operational narratives for investors.
- Designed a business intelligence proposal to unify financial and operational data, laying the foundation for centralized reporting on client relationship health and business efficacy.

Founder / CEO

Virtual Campaignr

2022-2024

- Founded and self-funded a bipartisan SaaS platform for local political campaigns, building all operational infrastructure from zero including vendor contracts, budgets, compliance frameworks, and team processes.
- Managed 5+ concurrent workstreams and an international engineering vendor across eight time zones, maintaining budget controls, delivery timelines, and accountability with no external funding.
- Shipped a 6-module MVP on time and on budget, supporting a 66% campaign win rate across client engagements.
- Built scalable internal processes for contractor management, compliance, feature prioritization, and customer onboarding.

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VOLUNTEERING

Children's Miracle Network has always held a special place in my heart. My cousin, Ashley, was a miracle child and without CMN, she might not be with us today.

From 2011 to 2020, I took part in Dance Marathon at Florida State University. It is an event where a shift of 1100 "dancers" stand and dance for 20 hours and fundraise for those children who cannot.

I have held various positions as a student and alumni, and will always think highly of the medical professionals associated with Children's Miracle Network.

CERTIFICATIONS

[Google Data Analytics Professional Certificate](#)

- Data Aggregation
- Data Analytics
- Data Calculations
- Data Cleaning
- Data Visualization (Tableau / Looker)
- R
- SQL

Technical Sourcer

2021-2023

Google

- Built and scaled operational programs supporting Google Corporate Engineering's product organization, gaining direct exposure to product development lifecycles, roadmapping, and prioritization frameworks.
- Identified an inefficiency in the team onboarding process, designed and implemented a streamlined program that reduced ramp time by 63% (16 weeks to 6), and drove national adoption across the organization.
- Exceeded program targets by 33% while managing senior-level stakeholders and navigating complex operational processes.
- Partnered cross-functionally with engineering, product, and business leaders to align resourcing strategy with organizational priorities and product team needs.

Hiring Specialist

2020-2021

Indeed

- Adapted across 7 teams in 11 months spanning training, SMB account management, recruiting, and enterprise operations, delivering results in ambiguous, rapidly shifting environments.
- Led a COVID recovery initiative for a major enterprise client, diagnosing that the core bottleneck was client trust rather than process, and building stakeholder confidence through incremental wins that reduced turnaround time from 20+ days to 3 days.
- Partnered with enterprise clients including Valvoline and AAA to integrate technology solutions into internal workflows, aligning product adoption with business recovery strategies.

Previous Experience

Traveler Experience

2019-2020

Vrbo

HR Generalist

2017 - 2018

Amedisys

Business Consultant

2016 - 2017

I Have A Voice (IHAV)

Recruiter

2016

Barton Associates