

EXECUTIVE BRIEFING BOOK

Operational Edge

A Framework for Building Organizations That Scale

George W. Scott IV

Executive Operator | Transforming Organizations Through Scalable Operating Systems

Business Transformation · Enterprise Execution · Operational Excellence · P&L Leadership

I build operating systems that transform organizations by creating clarity, accountability, disciplined execution, and long-term enterprise value.

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Can this person build an organization that scales?

Every recruiter, founder, CEO, and investor eventually asks the same question. My career has been built around answering it.



Multi-Million-Dollar P&L

Full financial ownership and operational leadership.



100+ Employees Led

Teams developed, structured, and scaled.



14,000+ Service Calls

Enterprise-volume operations, annually.



Enterprise Relationships

Trusted by national organizations.



Business Transformation

Founder-dependent to systems-led.



Operational Excellence

Multi-site performance, built to scale.

Building organizations that don't depend on heroes.

Heroic effort is a symptom, not a strategy. My work is to replace it with operating systems, developed leaders, and accountability that compound over time.

01 Systems Over Heroes

Great organizations don't rely on extraordinary effort.

02 Develop Leaders, Not Followers

Scale happens when leaders create more leaders.

03 Accountability Is a System

Ownership must be visible.

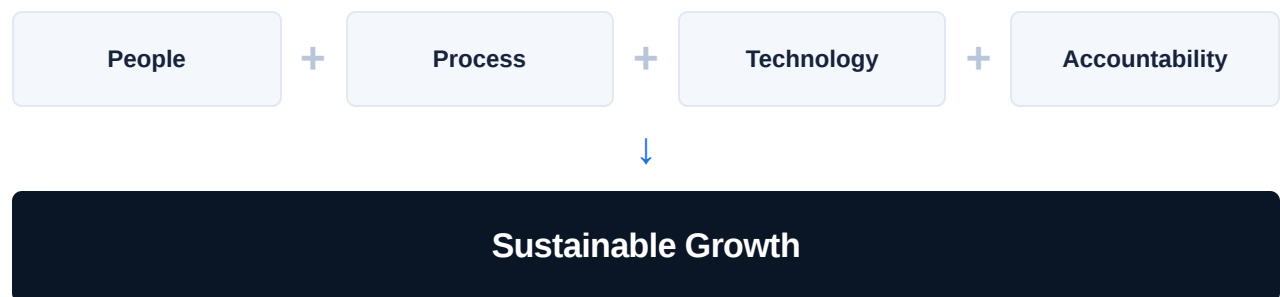
04 Measure What Matters

The right KPIs predict outcomes.

05 Build for the Business After Me

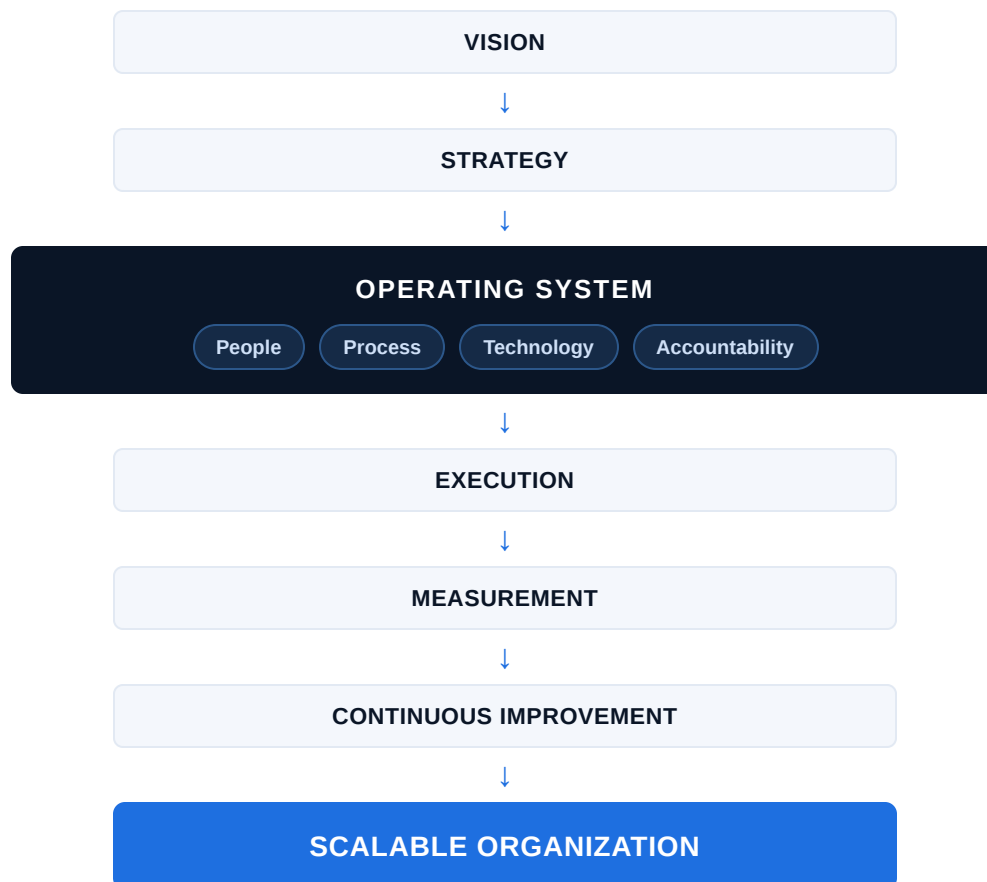
The greatest compliment is an organization that keeps improving after I'm gone.

THE GROWTH EQUATION



One system. Every stage of scale.

The image I want you to remember. Vision becomes a scalable organization only when a deliberate operating system connects the two.



Transformation, not job descriptions.

Clean It Crew

CHIEF OPERATING OFFICER

Built the operating systems, leadership infrastructure, and financial discipline that transformed a startup into a multi-million-dollar enterprise serving national organizations.

14,000+ annual service calls 100+ employees 40% administrative improvement 100% fleet utilization increase
25% sales conversion improvement

FedEx · Big Green Contracting

FLEET OPERATIONS MANAGER

Built scalable fleet operations and transportation systems supporting rapid network expansion — infrastructure that later carried the business well beyond its original footprint.

27 trucks → 100+ routes Systems later supported 300+ trucks Zero major DOT violations
30% downtime reduction

O'Reilly Auto Parts

STORE MANAGER

Led the operational turnaround of a high-volume retail operation, increasing revenue from \$1.6M to \$2.4M while doubling profit margins.

Revenue \$1.6M → \$2.4M Profit margin doubled 5,000+ SKU expansion

Building organizations that scale.

ENTERPRISE RESULTS

14,000+

ANNUAL SERVICE CALLS

100+

PEOPLE LED

40%

ADMINISTRATIVE IMPROVEMENT

25%

SALES CONVERSION
IMPROVEMENT

100%

FLEET UTILIZATION INCREASE

Multi-M

DOLLAR P&L LEADERSHIP

ENTERPRISE ORGANIZATIONS SERVED

Walmart

Target

Costco

Starbucks

In-N-Out Burger

Peterbilt

The Venetian

Altru Health System

University of North Dakota

North Dakota State Mill

California Fish Grill

The framework, in practice.

O'Reilly Auto Parts

OPERATIONAL TURNAROUND · STORE MANAGER

CHALLENGE

Store performance had plateaued. Revenue was stalled and margins were thin, with execution dependent on individual effort rather than a repeatable system.

OPERATING SYSTEM

Redesigned merchandising standards, accountability structures, and daily execution rhythms — turning ad-hoc effort into a disciplined, measurable operation.

RESULTS

\$1.6M → \$2.4M

REVENUE GROWTH

2x

PROFIT MARGIN

5,000+

SKU EXPANSION

One of several documented transformations in the Operational Edge library.

A philosophy built in the field.

Operational Edge is my framework for building organizations that scale. It rests on a simple belief:

Every business problem is ultimately an [operating system problem](#).

OPERATIONAL EDGE FRAMEWORKS · KEY TOPICS I WRITE & SPEAK ON

Why Great Organizations Stop Depending on Heroes

Building the Operating System of a Scalable Business

Accountability Is a System, Not a Speech

Measure What Matters

The Story Behind Operational Edge

What it's like to work with me.

Leadership is not a personality — it's a discipline. Here is how I show up for the teams and organizations I build.

01 I build leaders before I build org charts.

Capable people, developed and trusted, are the foundation every structure depends on.

02 I document what works.

Repeatable results come from captured knowledge, not tribal memory.

03 I ask questions before prescribing solutions.

The right diagnosis always precedes the right system.

04 I believe accountability is designed, not demanded.

When ownership is built into the system, performance follows without pressure.

The measure of leadership is how well the organization performs **after you step away.**

Executive capabilities.

Strategic Leadership

- Business Transformation
- Executive Execution
- Operational Excellence
- Organizational Scaling
- P&L Leadership

Operating Infrastructure

- Process Architecture
- KPI Systems
- Leadership Development
- M&A Integration
- Enterprise Relationships

TECHNOLOGY AS BUSINESS CAPABILITY

Operational Reporting & Business Intelligence

Turning data into decisions leaders can act on.

Performance Management Systems

Making accountability and KPIs visible across the organization.

CRM & Customer Operations Platforms

Systematizing how customers are won, served, and retained.

Workflow Automation

Removing friction so teams scale without adding complexity.

Fleet & Field Technologies

Coordinating people, assets, and dispatch at enterprise volume.

Clarity where there is complexity.

Organizations rarely need someone to manage what already works. They need someone who can create clarity where there is complexity.

My role is to build the operating systems that align people, processes, technology, and accountability — so organizations continue improving long after implementation.

Whether the challenge is operational scaling, business transformation, post-acquisition integration, or preparing a founder-led company for its next stage of growth, my focus remains the same:

Build systems that make exceptional performance repeatable.

Clarity creates execution.

Where I create the most value.

Chief Operating Officer

Scaling organizations through operational excellence and enterprise execution.

Business Transformation

Building scalable operating systems that enable sustainable growth.

Private Equity Operating Partner

Driving post-acquisition integration and long-term enterprise value.

Vice President of Operations · Enterprise Operations

Leading multi-site execution with disciplined systems and measurable results.

Board Advisory & Consulting Engagements

Helping founder-led companies prepare for their next stage of growth.

IN CLOSING
HOW DO WE CONTACT HIM?

Let's build something that lasts.

Great organizations aren't built by working harder. They're built by designing operating systems that allow ordinary teams to consistently achieve extraordinary results.

If your organization is preparing for its next stage of growth, I'd welcome the opportunity to discuss how disciplined execution, scalable systems, and operational leadership can help build lasting enterprise value.

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