

Jay Stroud

Operations & Strategy Executive | Startup Scaling | Business Development

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PROFESSIONAL SUMMARY

Operations and strategy executive with direct experience across the EV and automotive vehicle lifecycle — from production and vendor network management to high-value vehicle trade-up, resale, and asset disposition. Known for turning organizational ambiguity into clear, executable plans and giving leadership the visibility they need to move fast. Brings a track record of driving profitability through process re-engineering and cross-functional coordination, with proven ability to operate as a trusted advisor and execution partner to senior leadership.

CORE COMPETENCIES

Strategic Planning & Execution • Operations Process Re-Engineering • Vendor & Partner Network Management
Cross-Functional Coordination & Escalation Management • Executive Decision Support & Operating Rhythms
Executive Communication & Stakeholder Alignment • Vehicle & Asset Lifecycle Management • Team Building

PROFESSIONAL EXPERIENCE

Operations & Strategy Consultant | Ampere EV

2023 – 2026 • Dawsonville, GA

- Scaled operations for an electric vehicle (EV) startup through "Go-to-Market" phase, driving customer growth and overseeing delivery of EV conversion kits for high-end vehicle builds.
- Drove a continuous improvement initiative — an "Assemble-to-Order" strategy — that reduced production lead times and established the Atom Drive system as the industry's only turnkey powertrain solution.
- Managed the recovery and resale of returned 3-module systems from customer upgrades, repurposing units for a secondary market at a reduced price point and extending revenue capture beyond the original sale.
- Served as primary technical liaison between customers and engineering, developing and managing a post-sale support infrastructure — including warranty determination, returns and exchanges, and Technical Service Bulletins — to address field issues and communicate product updates as the EV kit platform evolved.
- Delivered weekly operational briefings to the CEO and COO, surfacing customer issue resolution status, emerging engineering concerns, supply chain/purchasing risks threatening production timelines, and workforce challenges on the build floor — giving leadership a consistent, early-warning view of company health and unresolved barriers requiring executive attention.
- Partnered with sales leadership to shape pricing strategy for the core system and optional components, and served as internal sales support — generating customer quotes and post-sale invoices, fielding technical questions on quoted components, and driving pre-sale follow-through with customers and engineering on custom feature or integration requests.
- Improved production scheduling efficiency to ensure on-time delivery of high-value orders without compromising safety stock, directly supporting customer satisfaction and throughput goals.
- Helped pioneer the "Builder's Kit" product line, expanding the total addressable market with an alternative drivability solution for vehicle builders with custom battery applications.

- Collaborated with engineering to design and implement process improvements and hardware test benches that accelerated assembly of vehicle wiring harnesses, high-voltage cabling, and battery modules, reducing errors and rework through quality check integration.
- Increased system profitability by identifying and launching new products, kit options, and system upgrades.

Interim CEO & Operations Consultant | Primal Racing

2020 – 2022 • Dawsonville, GA

- Performed objective assessment of strategy and operations for a multi-million-dollar motorsports company; contracted to re-engineer business practices across product, inventory, service quality, and fleet maintenance.
- Directed vehicle trade-up transactions for customers upgrading between high-value race cars (Radical SR3, SR10, RXC; \$135K–\$250K), overseeing both the purchase of new vehicles and resale of customers' used vehicles, and sourced additional new and used race vehicles outside the Radical line to meet customer demand.
- Established and directed a standalone consignment resale service for customers selling vehicles independent of a new purchase — overseeing intake and detailing, vehicle history and condition documentation, professional photography, and marketing listings across the company website and third-party race vehicle marketplaces — managing all transaction paperwork through final proceeds disbursement to the client.
- Directed lifecycle strategy for a seven-figure Radical SR-1 rental fleet — tracking depreciation and mechanical wear against manufacturer maintenance standards, repurposing aging units for resale as refreshed models, and coordinating fleet replenishment through new vehicle purchases from the manufacturer.
- As lead operations consultant for the majority of the engagement, assisted the previous CEO and COO in rebuilding core revenue-generating operations — including fleet asset management, vehicle resale, and customer transaction processes — work that contributed to the board's decision to appoint me Interim CEO during the company's leadership transition.
- Appointed Interim CEO through a board-initiated leadership change; maintained cash-flow-positive operations without additional capital injection while uncovering mismanagement of investor funds.
- Provided shareholders a formal profitability plan and managed an orderly executive transition while overseeing customer, vendor, and instructor retention.

President | Excelerace, LLC

2013 – 2020 • Marietta, GA

- Launched and led a profitable service operation managing fleet logistics, event operations, and customer-facing delivery for race car rentals across Southeast tracks, driving sustained double-digit revenue growth over multiple consecutive years.
- Established and managed the resale and turnover process for the Spec Miata rental fleet — retiring aging units for resale and replenishing inventory to sustain fleet performance and customer experience across the rental program.
- Built and sourced race-ready Spec Miata vehicles for direct customer sale, managing procurement, build specifications, and delivery to meet customer demand outside the rental fleet.

- Built a structured driver development program and managed full operational logistics — transport, trackside support, fleet maintenance, scheduling, contracts, and invoicing — achieving strong customer conversion rates to both license holders and vehicle owners.
- Expanded service capacity and footprint through a joint venture with a race shop at Atlanta Motorsports Park, adding parts and service revenue streams.

Managing Partner | X1 Solutions

2001 – 2020 • Marietta, GA

Co-founded and helped lead a technology firm for over two decades, developing corporate strategy, product offerings, and internal operating systems. Created and launched the Mobile Sales Suite (MSS) product line — an integrated CRM, ERP, order management, and e-commerce platform — managing the full lifecycle from feature definition and pricing through partner network development, achieving a global install base with recurring license and support revenue. Led cross-functional project management, client solution design, and internal sales efforts across the company's client base.

EDUCATION

MBA, Concentration: Computer Information Services

Georgia State University, J. Mack Robinson College of Business

BBA, Finance, Minor: Management

Mercer University, Stetson-Hatcher School of Business