

Jay Stroud

Operations & Strategy | Start-up Scaling | Business Development

Marietta, GA

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PROFESSIONAL SUMMARY

Operational leader skilled at solving complex organizational challenges and turning corporate vision into tangible growth. Hands-on and performance-driven, with a proven track record of driving profitability through strategic market positioning, operational efficiencies, and product innovation within a collaborative, customer-focused environment.

CORE COMPETENCIES

Strategic Planning & Execution • Executive Leadership • Operations / Process Re-Engineering • P&L Ownership
Key Account Management • Product Development and Commercialization • Project Management
Vendor & Partner Network Management • Event Planning & Execution • Team Building

PROFESSIONAL EXPERIENCE

Operations & Strategy Consultant | Ampere EV

2023 – 2026 • Dawsonville, GA

- Scaled operations for an electric vehicle (EV) startup through the "Go-to-Market" phase, driving customer growth and overseeing delivery of EV conversion kits for high-end vehicle builds. Key to this was leading an "Assemble-to-Order" strategy, focused on continuous improvement, that reduced production lead times and established the company's proprietary Atom Drive system as the industry's only turnkey powertrain solution.
- 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. These briefings gave 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. Served as internal sales support, generating customer quotes and invoices, fielding technical questions on quoted components, and driving pre-sales follow-through with customers and engineering on custom feature or integration requests.
- Served as primary technical liaison between customers and engineering, developing and managing a post-sales support infrastructure. This included warranty determination, returns and exchanges, and Technical Service Bulletins to address field issues and communicate product updates as the EV kit platform evolved.
- Increased system profitability by identifying and launching new products, kit options, and system upgrades. Instrumental in pioneering the best-selling "Builder's Kit" product line, expanding the total addressable market with an alternative drivability solution for vehicle builders with existing 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. Integrating quality control into the process reduced errors, returns, and rework while improving customer satisfaction.
- Improved production scheduling efficiency to ensure on-time delivery of high-value orders without compromising safety stock, directly supporting customer satisfaction and throughput goals.
- Managed global vendor supply chain and multi-SKU inventory with complex assemblies and Bills of Materials (BOMs), implementing tariff mitigation strategies to protect company margins.

Interim CEO & Operations Consultant | Primal Racing

2020 – 2022 • Dawsonville, GA

- Initially contracted to review and re-engineer business practices across product, inventory, service quality, and fleet maintenance for a multi-million-dollar motorsports company. Ultimately, delivered an objective assessment of strategy and operations, and managed implementation of approved recommendations.
- Assisted the previous CEO and COO in rebuilding core revenue-generating operations, including fleet asset management, sales (vehicles, parts, service, and events), customer engagement, and transactional processes.
- Appointed Interim CEO through a board-initiated leadership change:
 - Directed three distinct operational teams simultaneously: a customer vehicle service department, a race fleet maintenance team, and a track events division comprising race instructors and an event coordinator. Oversaw scheduling, workflow, and quality across client automotive services and track events.
 - Maintained cash-flow-positive operations without additional capital injection while uncovering prior mismanagement of investor funds.
 - Provided shareholders with 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.
- Built a structured driver development program and managed full operational logistics, including transport, trackside support, fleet maintenance, scheduling, contracts, and invoicing. Achieved 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 standard operating procedures. Created and launched the Mobile Sales Suite (MSS) product line, an ERP-integrated CRM, order management, help desk, and e-commerce platform, owning it from feature definition to pricing to sales channels. Achieved a global install base with recurring license and support revenue. Led cross-functional project management, client solution and support initiatives, and inside 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