

TIMOTHY FRUGE

GENERAL MANAGER & OPERATIONS EXECUTIVE

CONSUMER PRODUCTS | MEDIA & DTC | SUPPLEMENTS | P&L | COMMERCIALIZATION

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EXECUTIVE SUMMARY

General Manager and operations executive with 17 years across consumer products, media, and DTC, including 13 years inside a national personality-led media and commerce company. Owns P&L, commercialization, supply chain, recurring revenue, systems, people, and risk.

CORE STRENGTHS

General Management • P&L & Unit Economics • Business Transformation
Product Commercialization • Supplement Operations • Supply Chain & Fulfillment
Recurring Revenue • Cross-Functional Leadership • Systems Implementation

SELECTED IMPACT

- Built a proprietary product portfolio led by supplements from zero to approximately 90% of total company revenue and directed commercialization of more than 250 products across supplements and other consumer categories.
- Managed approximately 40–50 active supplement SKUs across 10–12 contract manufacturers/co-packers, owning sourcing, negotiation, onboarding, formulation, ingredients, testing, labels, packaging, production, freight, and launch readiness.
- Owned P&L, CAC, LTV, and CM3 across an approximately \$80M business, using COGS, fulfillment and transaction costs, marketing spend, and allocated overhead to decide what to scale, fix, or stop.
- Built PrepareToday from zero to approximately \$2.8M in recorded first-year order value across more than 6,000 orders.
- Launched approximately 62,000 square feet of regional fulfillment capacity, enabling two-day delivery coverage across the contiguous United States while replacing a higher-cost 3PL model.

PROFESSIONAL EXPERIENCE

INDEPENDENT BUSINESS ADVISORY & OPERATIONS SUPPORT

Apr 2025–Present

Independent | Austin, Texas

- Advise and implement operating improvements for two owner-led companies across client-service design, frontline leadership, staffing, handoffs, scheduling, quality control, and performance tracking.
- Use AI-assisted research, analysis, and documentation to turn owner priorities into implementation plans, manager tools, and operating systems that reduce founder dependency.

NINE RIVERS CONSULTING / PREPARETODAY

Mar 2022–Dec 2024

Founder & Operator | Austin, Texas

- Developed and launched PrepareToday in June 2022, building the DTC ecommerce retailer from zero to approximately \$2.8M in recorded first-year order value across more than 6,000 orders; first-year marketing came from personality-led radio and podcast promotion, supported by email.
- Held full P&L ownership across revenue, pricing, COGS, purchasing, operating expenses, marketing spend, cash flow, margins, and profitability; changed partners, priorities, and spend when results missed the plan.
- Built supplier and direct-shipping relationships and led assortment, merchandising, pricing, purchasing, customer service, payment processing, and order operations.
- Directed website, email-marketing, analytics, and accounting partners and resolved supplier, freight, processor, and financial-reporting issues without an established operating playbook.

READY ALLIANCE GROUP / MY PATRIOT SUPPLY

Sep 2020–Oct 2021

Strategic Operations and Special Projects | Salt Lake City and regional sites

- Led Kansas City and Columbus fulfillment-center launches, adding approximately 62,000 square feet, enabling two-day contiguous-U.S. delivery coverage, and replacing a higher-cost 3PL model.
- Coordinated site evaluation, leases, founding-manager recruitment and training, layouts, racking, shipping stations, IT, staffing vendors, and launch readiness.
- Evaluated a proposed proprietary supplement line through supplier outreach, formulation quotes, and extended-shelf-life research.
- Evaluated InstaFire's proprietary manufacturing process, documented equipment limitations, and recommended upgraded production equipment that ownership ordered for the planned Salt Lake City operation.

CONFIDENTIAL, PRIVATELY HELD ECOMMERCE & MEDIA COMPANY**2007–2020***Director of Operations | Promoted Through Operations & Fulfillment Roles | Austin, Texas**Founder-led consumer-products, ecommerce, and national media company that grew during tenure from approximately seven employees and \$2M in annual revenue to roughly 80 employees and \$80M, supporting approximately 750,000 annual orders and 2,000 SKUs.*

- Led business operations in a high-pressure, personality-led national media environment, aligning ownership, talent, counsel, and operating teams through rapid change, public scrutiny, and complex business risk.
- Developed and operationalized recurring contributor relationships across radio, podcast/streaming, and video; built cross-platform advertising inventory and rate cards; coordinated counsel-reviewed licensing, royalty reporting, and payment workflows.
- Led seven department managers across ecommerce, purchasing, fulfillment, customer service, IT, graphics, and accounting support; set targets, ran performance reviews, removed blockers, and held final hiring, discipline, and termination authority.
- Led the shift from third-party supplements to proprietary products, building a portfolio from zero to approximately 90% of total company revenue and directing commercialization of more than 250 products across supplements and other consumer categories.
- Selected, negotiated with, toured, onboarded, and managed approximately 10–12 contract manufacturers/co-packers supporting 40–50 active supplement SKUs; retains relationships with manufacturing contacts from that work.
- Owned positioning, pricing, formulation, and commercialization across capsules, powders, and liquids, including ingredients and substitutions, product names, specifications, MOQs, capacity, bottling, testing, COAs, labels, packaging, freight, marketing, and launch readiness.
- Owned P&L and unit economics, including revenue, gross margin, CAC, LTV, and CM3, across ecommerce and business operations within an approximately \$80M company; used COGS, fulfillment and transaction expense, marketing spend, and allocated overhead to guide product and spending decisions.
- Established companywide KPI dashboards covering revenue, orders, customer service, purchasing, inventory, cash, marketing, and landed cost; reported through recurring manager and executive reviews, corrected off-track performance, and maintained accountability.
- Managed availability and supply risk across a multi-manufacturer network, directing multimillion-dollar inventory through forecasts, promotions, subscription demand, supplier lead times, available stock, and cash requirements.
- Owned LTV, cross-sell, and recurring-revenue performance across approximately 45,000–48,000 autoship schedules; product launches, ecommerce merchandising, email and lifecycle campaigns, retention pricing, billing notices, and failed-payment recovery lowered churn, refunds, and chargebacks.
- Owned the end-to-end customer experience from first order through refill and support, adding live chat and a PCI-compliant 24/7/365 call center that accepted orders and handled overflow.
- Led supplement legal, regulatory, and product-risk response involving FDA labeling, FTC advertising claims, specifications, COAs, third-party testing, GMP, recall readiness, and QA/QC; engaged outside counsel, briefed ownership, and drove remediation, sales stops, quarantine, or destruction.
- Led business selection and implementation of Magento, NetSuite, SubscribePro recurring-order workflows, fraud prevention, and reporting across payments, inventory, customer service, and fulfillment.
- Led setup of a 32,000-square-foot fulfillment facility, coordinating racking, warehouse systems, IT equipment, vendors, and operating teams through the transition.

ADDITIONAL OPERATING EXPERIENCE**TK COMMERCE AND RELATED VENTURES****2018–2023***Founder & Operator | Concurrent ventures*

- Held full P&L ownership for TK Commerce, managing revenue, purchasing, operating expenses, cash flow, margins, and profitability.
- Built and operated ecommerce ventures and delivered contracted warehouse, fulfillment, and procurement services, overseeing merchant onboarding, vendors, staffing, and day-to-day service delivery.

SYSTEMS LEADERSHIP AND CREDENTIAL**Implementation scope:** ERP, ecommerce, subscriptions, order management, fraud prevention, customer service, marketing automation, workflow, and KPI reporting**Representative platforms:** NetSuite, Magento, Shopify, SubscribePro, Stone Edge Order Manager, Kount, Zendesk, Bronto, Asana, and Excel**Credential:** Asana Foundations skill badge