

JOE FENTEN, P.E.

COO • Integrator • Operating Partner • Founder

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WHO I AM

Most founder-led companies don't stall because of strategy. They stall because growth has outpaced the infrastructure needed to support it. Accountability breaks down. Financial visibility weakens. The CEO becomes the operating system. **I'm the operator who fixes that.** Having built and exited my own company and spent eight years operating in a private equity-backed environment, I've seen these challenges from both sides of the table.

WHAT I DO

Find the Constraint — Most operators solve the presenting problem. I find the structural cause. Every engagement starts with understanding what's actually broken before a single solution is built. **Build the Infrastructure** — Operating systems from scratch: financial controls, accountability frameworks, playbooks, leadership cadences. All designed to work after I leave. **Create Capacity** — The CEO stops carrying everything. Teams execute. Decisions get made. The business grows.

SELECTED RESULTS

- **83% ARR Growth** — Reduced cash burn 50%+ while driving 83% annualized ARR growth at a high-growth cybersecurity SaaS company
- **Financial Risk Identified** — Recovered \$300K+ in overpayments, identified \$160K in unmanaged purchase orders, flagged \$30K+/month in suspected vendor fraud, and implemented enterprise financial controls across four markets.
- **\$250K+ Cash Visibility** — Surfaced \$250K+ in collectible receivables and identified significant monthly expense reductions at a roofing contractor
- **Division Turned Around** — Reversed a division from \$20K/month losses to breakeven in five months through structural redesign
- **Capital Raise Supported** — Originated investor relationships that contributed to a successful funding transaction at a \$5M+ revenue business
- **Seven-Figure PE Exit** — Founded South Carolina's first craft distillery, scaled to a \$10M P&L and 40 employees, and executed a seven-figure private equity exit.

EXPERIENCE

Brightline Painting

Aug 2025 – Jun 2026

Chief Operating Officer & Integrator

Built the operating foundation for a \$21M multi-division painting franchise from the ground up.

TechCXO — Fractional COO Practice

2024 – 2025

Fractional COO & Operating Partner

Concurrent COO engagements across founder-led businesses spanning roofing, marketing, hospitality, technology, and manufacturing.

Hook Security

2023

Chief Operating Officer & Integrator

83% ARR growth. 50% cash burn reduction. 30 core processes built in four months.

Brass Ring Spirits Brands

2010 – 2022

Founder & President

\$10M P&L. 40 employees. South Carolina's first craft distillery. Eight years operating in a private equity-backed environment. Seven-figure exit.

Engineering Leadership

2007 – 2020

Electrical Engineer & PE

Jacobs, Shaw Group, Duke Energy.

CREDENTIALS

Clemson University, BS Electrical Engineering • Professional Engineer (PE) • EOS Integrator