

HEATHER POWELL

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CAREER SUMMARY

Operations and people leader with 8+ years of experience building organizational infrastructure, partnering with executives, and driving strategic execution inside fast-moving companies. Currently the sole owner of HR, strategic operations, and cross-divisional planning for a 13-division organization. Built the HR function from zero, established the enterprise strategic planning framework, and is leading two-division restructuring. Trusted partner to executive leadership who translates priorities into operating plans, strengthens cadence and accountability, and ensures strategy moves into execution. Actively building AI-powered systems that automate workflows and create compounding efficiency.

PROFESSIONAL EXPERIENCE

Strategic Operations Manager & HR Lead

May 2024 – Present

Realogics Sotheby's International Realty · Remote · 13 divisions, 35+ staff

- Partner directly with the CEO on enterprise strategy: developing executive briefings, pressure-testing decisions, and driving follow-through on initiatives spanning budget planning, organizational design, and divisional restructuring.
- Developed and lead the company-wide strategic planning framework across 13 divisions: five enterprise pillars, cascading OKRs, quarterly leadership reviews, and an annual retreat with SWOT analysis for 14 senior leaders.
- Redesigned the operating cadence from scratch: weekly performance reporting, biweekly leadership coaching, quarterly OKR reviews, and annual strategic planning. Represent leadership in cross-functional settings and maintain momentum when the CEO is unavailable.
- Built the HR function from zero as sole people leader: recruiting, onboarding, biweekly payroll, benefits, compliance (FLSA/OSHA/PFLMA), employee relations, and performance management.
- Lead restructuring of Marketing and New Development: rebuilding P&L visibility, standardizing billing, redesigning intake workflows, and mapping problems to fixes with clear ownership and timelines.
- Identified \$150K+ in annual revenue leakage. Developed optimization plan with agency-style reporting, overage policies, and modular packaging. Presented to exec team with projections that drove decisions.
- Designed enterprise ClickUp infrastructure: governance, automated workflows, dashboards, brand calendar, client intake, and documentation protocols replacing a fragmented operating environment.
- Built AI-powered operational systems: meeting intelligence with action-item routing, document generation reducing multi-day cycles to minutes, and compliance agents validating deliverables autonomously.
- Manage 7 concurrent portfolios with multi-million-dollar budgets: vendor relationships, financial draw reviews, contract governance, and cross-functional coordination.

Director of Operations & Business Development

Nov 2021 – Feb 2024

TaijiFit · Remote — Healthcare/wellness organization, VA Community Care Network provider

- Directed operations and business development for a healthcare organization delivering services to veterans through the VA CCN via UnitedHealthcare and TRICARE. Managed credentialed provider network and regulatory compliance.
- Authored 37-page annual business plan: service/pricing architecture (4 tiers), dual customer personas, competitor analysis, quarterly product launch calendar, and 52-week execution timeline with KPI cadences.
- Increased team productivity within six months by redesigning processes, standardizing communications, and implementing centralized documentation. Led product launches from concept through go-to-market.

Owner & CEO

Jun 2017 – Present

Virtually Heather · Cape Coral, FL — Operations consulting for growth-stage businesses

- Strategic operations consulting across industries: building scalable systems, designing workflows, managing product lifecycles, and delivering measurable results. 7+ years of high client retention through hands-on execution of business plans, process design, and operational infrastructure.

Product Manager & Business Development

Oct 2018 – Present

Boulder Alano Club · Remote — Nonprofit addiction recovery community

- Long-term technology and operations partner. Built custom virtual platform during COVID-19 maintaining continuity of critical services. Implemented automated workflows increasing engagement 20%. Ongoing board advisory on technology strategy.

CORE COMPETENCIES

Operations & Strategy: Strategic Planning & Execution; OKR Development & Facilitation; Organizational Design; Operating Cadence Design; Executive Decision Support; P&L Analysis; Process Optimization; Change Management; Annual Business Planning

People & Leadership: HR Function Build-Out; People Operations; Leadership Coaching; Performance Management; Employee Relations; Talent Acquisition & Onboarding; Payroll & Benefits; Compliance (FLSA/OSHA/PFLMA)

Executive & Cross-Functional: Executive Briefing & Communication; Cross-Functional Alignment; Stakeholder Management; Vendor & Contract Governance; Regulatory Coordination; Team Development

Technology & AI: AI Workflow Automation; ClickUp (Enterprise Architecture & Governance); BambooHR; Salesforce; HubSpot; SharePoint; Workamajig; ActivePipe; Google Analytics