



Head of Operations – The Things We Do

Location: Los Angeles Area

About The Things We Do

The Things We Do is redefining medical aesthetics with a **natural-first philosophy**—helping clients look more balanced, refreshed, and radiant without ever looking “done.” We are known for pioneering the use of biostimulators and cutting-edge technologies like PRFM and PicoSure Pro, placing us at the forefront of innovation in regenerative beauty.

With a **devoted community, celebrity clientele, and a cult-like following**, we’ve built more than a medspa—we’ve built a brand. Our clients don’t just come for Botox or filler; they engage with us as the **go-to authority in beauty and aesthetics**, eager to stay connected and discover the next breakthrough. Just as people obsess over their favorite makeup brands, our vision is to become the **IT brand in medical aesthetics**—a cultural leader with influence well beyond the treatment room.

Following a **majority investment from growth partners**, we are now preparing to **scale nationwide**. It’s an exciting time to join: The Things We Do has already proven its success, and we are poised to take the brand to the next level—expanding into new markets, launching new services, and shaping the future of modern aesthetics.

Follow our founder [Vanessa Lee](#) and [our company on Instagram](#) to learn more

About the Role

The Head of Operations at *The Things We Do* (TTWD) is a high-accountability, high-impact leadership role. You will take full ownership of operational performance across all locations, proactively solve problems, own high impact special projects such as geographic expansion and ensure the business runs smoothly, efficiently, and profitably.

This role is about driving results, building scalable processes, holding teams accountable to high standards, and enabling growth across multiple locations. You are both a coach and an enforcer.

Key Characteristics

- **KPI-Driven:** Obsessed with tracking metrics, setting up dashboards, and ensuring accountability with aggressive action plans when goals are off track.
- **Process-Oriented:** Skilled at creating systems that scale—nothing falls through the cracks.
- **Detail-Focused:** Ensures high standards are met across all locations.
- **Ownership Mentality:** Takes initiative and sees projects through from strategy to execution.
- **Proactive Problem Solver:** Identifies opportunities to reduce costs, improve efficiency, and maximize revenue—without waiting for direction.
- **Leadership & Communication:** Serves as the go-between for CEO and staff, ensuring seamless communication and alignment.

Core Responsibilities

Special Projects & Geographic/Service Expansion

- Manage high-impact special projects from start to finish—develop plans, gain buy-in, hire contractors when needed, execute, and report outcomes. Examples include launching memberships and financing, assessing loyalty programs, standing up customer service systems, retail re-merchandising, event strategy, new services and pricing, expansion projects, and standing up new business units like ad sales.
- Project manage new location openings from start to finish including due diligence on locations, developing and managing launch and construction plan, and hiring staff.
- Project manage new service launches from start to finish (i.e. launching holistic medical services like hormone replacement, peptides, etc)

Team Performance Management & Compensation

- Manage and hold Office Managers accountable to individual and team goals.
- Set clear monthly, quarterly, and annual goals for teams and individuals based on company budget; track and report progress.
- Manage compensation budget and determining pay rates for annual reviews and new hires, ensuring we are in market for pay and within targets for our company budget
- Conduct compensation conversations and negotiations with the providers and operations team
- Serve as the first line of defense for team issues before they reach the CEO.

Operational Reporting and Data Analysis

- Build and maintain dashboards for providers, managers, and HQ, showing daily, monthly, and quarterly goals.

- Create reporting processes for providers and HQ, ensuring transparency and accountability.
- Track team, location, and individual performance metrics; implement corrective action plans when goals are missed.
- Analyze retention, utilization, revenue per provider, labor cost ratios, retail sales trends, margin analysis and report out on findings.
- Provide ad hoc and recurring data analysis for leadership.

Operations & Process Optimization

- Standardize procedures across all locations to ensure consistency and scalability.
- Implement and enforce policies (e.g., discounts, customer complaints, friends/family treatments, retail guidelines).

Revenue Growth & Financial Accountability

- Manage budgets by location, approving/denying expenses to maintain profitability.
- Identify and implement cost-saving measures without compromising customer experience.
- Partner with the CEO to review monthly books.

Qualifications

- 7+ years of experience in multi-unit operations, retail, hospitality, healthcare, or wellness OR management consulting OR operations at fast growing consumer company
- Deep experience with Excel and data analysis expertise (e.g., VLOOKUP, pivot tables, building forecasts, margin analysis).
- Proven leadership experience in brick-and-mortar retail (operations, store management, or multi-location leadership).
- Strong financial acumen with experience managing budgets, P&L, and KPIs.
- Proven track record of scaling teams, implementing processes, and driving measurable growth.
- Excellent leadership skills—able to coach, mentor, and enforce high standards.
- Comfortable with ambiguity, fast-moving environments, and proactive problem solving.
- Exceptional communication skills, serving as the bridge between staff and executive leadership.

Success in This Role Means:

- Every location operates profitably with clear, measurable goals.
- Teams are accountable, motivated, and delivering results.
- CEO is shielded from daily operational issues and able to focus on growth.
- New initiatives and projects are launched seamlessly and drive measurable impact.

- TTWD continues to scale while maintaining its high standards of client experience, operational excellence, and strong team culture.

Compensation and Benefits

- Competitive and varies based on experience
- Dental, vision, and health insurance
- 401K match
- Medspa treatment perks quarterly

Interested?

Send your resume and your response to the following questions to HR@thethingswedo.co.

1. Please describe a time when you used Excel or another tool to build a forecast, analyze KPIs, or solve an operational problem. What was the outcome, and which functions/formulas or Excel features did you rely on?
2. Give an example of a high-impact project you managed from start to finish (e.g., launching a new service, opening a location, standing up a new system or revenue stream). What was your role, and how did you measure success?