

## Onglet 1



# MOMENTUM OPS

FRACTIONAL COO

## ***“Dave Turned Chaos Into the \$100M BiOptimizers Machine”***

*Before Dave came on board as a partner and COO at BiOptimizers, we were at a critical juncture. The business had strong potential but lacked the operational systems to scale. To be frank, I felt that without Dave we wouldn't make it.*

*Dave brought in the clarity, structure, and processes we desperately needed. His ability to design and implement lean systems was a game changer.*

*Those foundations allowed us to reach unprecedented levels of operational success and positioned us to scale into the \$100M company BiOptimizers is today.*

*I highly recommend Dave to any founder looking for a true operational leader.”*



- Matt Gallant, CEO, [BiOptimizers](#)

## ➡ What if you could have a seasoned COO bringing order and scalability... without paying a full C-Suite salary?

If you :

...are generating \$1M–\$10M annually and know the next stage of growth requires real operational leadership.

...feel stuck in the weeds and want to step out of daily bottlenecks so you can focus on growth, vision, and strategy.

...see margins shrinking because of bloated team and ops costs, and you need leaner, more efficient systems.

...want scalable operations that give you confidence to grow without chaos or constant firefighting.

If that sounds like you, a Fractional COO could be the missing piece you've been looking for.

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## Why Companies Get Stuck and never scale

Growing a mid-sized service business brings unique challenges such as rapid growth, operational bottlenecks, team misalignment, and the founder stretched too thin.

At this stage, most companies need a COO-level operator. A full-time executive, however, often feels premature or too costly. The result is that critical operations get handed off to an implementer or OBM. They are skilled at execution but not at designing the systems that make growth sustainable.

That is a strategic mistake. Without high-level operational design, growth eventually stalls or worse, breaks the business.

Even more dangerous is the reality that without operating leadership, companies often end up with **astronomical team and operations costs**. Instead of fixing inefficiencies, they overhire.

Payroll, contractors, and tools balloon while margins shrink. Cash disappears even as revenue grows.

This is exactly why I created **Momentum Ops**, a Fractional COO service designed to provide executive-level operational leadership in a flexible and cost-effective way.

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## What a COO Really Does

The **Chief Operating Officer (COO)** takes the founder's vision and makes it executable. They sit at the leadership table, not in the trenches.

Think of the COO as both **Architect and Conductor**:

- **Architect:** Designs the blueprint including systems, processes, team structure, and accountability.
- **Conductor:** Ensures every "musician" (departments, projects, and people) plays in sync so the company scales without chaos.

They do not just manage tasks. They create and optimize the system that drives profitable growth. Do not make the classic mistake of thinking that a COO is an OBM, there is a big difference :

### COO vs. OBM / Implementer

COO	OBM / Implementer
Sets operational strategy	Executes pre-defined tasks and projects
Designs systems and accountability	Works within existing systems
Aligns departments to company goals	Manages tasks and to-do lists
Frees up founder from decision bottlenecks	Frees up founder from admin bottlenecks
Works <i>on</i> the business	Works <i>in</i> the business

**Important:** At Momentum Ops, we do not dismiss OBMs. We hire and train them internally so your team has strong executors. But they are not COOs. An OBM executes inside the system, while a COO **designs, leads, and optimizes** the system so the whole company can scale.

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## Why a Fractional COO is the Smartest Investment You Can Make Right Now ?

Most founders hit a ceiling not because of lack of vision, but because of lack of operational leadership. A full-time COO comes with a \$250K+ price tag, which feels out of reach for many growing companies. That's where a Fractional COO comes in. It's the smartest investment you can make right now : executive-level leadership tailored to your stage of growth, without the full-time overhead.

- **Cost-Effective:** Access high-level leadership without the cost of a full-time hire.
- **Flexible:** Scale my involvement up or down depending on your business stage.
- **Results-Oriented:** Immediate impact on systems, operations, and execution.

### And We Solve Real Pain Points :

- Founder too involved in day-to-day
  - Lack of clear systems and accountability
  - Bottlenecks slowing growth
  - Leadership team overwhelmed, no one clearly responsible for operations
  - Frustration from constant intervention
  - Astronomical team and operations costs caused by lack of operating leadership
  - Overpaying for inefficiencies
  - High turnover and key players leaving
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## Industries We Serve

- Agencies (marketing, creative, digital)
- Coaching and consulting companies

- Online education businesses
  - Other service-based businesses scaling beyond founder-led operations
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## Who Momentum Ops Is For

### ✓ This Program IS For

- Companies generating **\$1M to \$10M in annual revenue**
- Teams of **10 or more employees or contractors**
- Founders ready to step out of the weeds
- Businesses that want to build an **operations management system** that removes the founder from daily bottlenecks
- Companies aiming for **leaner, more profitable operations** without sacrificing growth

### ✗ This Program is NOT For

- Pre-revenue or early-stage startups
  - Companies without a proven business model
  - Entrepreneurs chasing a “quick fix”
  - Leaders unwilling to let go of micro-management
  - Anyone expecting overnight results
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## Strategic Areas of Impact

### Operational Optimization

- Diagnose inefficiencies across workflows, delivery, and client experience
- Implement systems and processes for smoother operations

- Introduce project management frameworks and tools

### Team Structure and Accountability

- Clarify roles and responsibilities
- Hire and develop top talents
- Build accountability rhythms such as meetings, scorecards, and KPIs
- Develop leadership capacity within the team

### Strategic Planning and Execution

- Support quarterly and annual planning
- Align teams around vision, priorities, and measurable outcomes
- Guide the company through scaling transitions

### Founder Relief and Leverage

- Remove the founder from daily bottlenecks
- Free up mental bandwidth for vision, sales, and growth  
Act as a trusted operational partner

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## Why Dave Ruel



When you bring in a Fractional COO, you are not just buying operations help, you are choosing a strategic partner who can actually carry the weight with you. You need someone who has been in the trenches, scaled companies beyond eight figures, and understands both the numbers and the people side of growth. That's exactly what I bring to the table.


- **Proven Entrepreneur:** Built four 7-figure online companies, three exits. Co-founded BiOptimizers as COO, which has since grown into a \$100M+ company.
- **Operational Excellence:** Nearly two decades scaling businesses with lean, efficient systems.


- **Coaching Edge:** More than 10 years mentoring founders. I understand the founder's mindset and what it takes to support it.
  - **No-Fluff Execution:** I bring clarity, directness, and results rather than endless consulting decks.
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## Lets Chat

There's no such thing as a cookie-cutter operations system. Every company has different bottlenecks, team dynamics, and growth goals. That's why Momentum Ops is always built tailor-made. Let's chat and see if your business is a fit for **Momentum Ops**.

 **Email:** dave@daveruel.com

 **WhatsApp:** +1 (506) 875-3960

 *Important: I only work with 3 clients at any given time to ensure the focus and depth required to truly transform their operations.*

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## Testimonials (From Those Who Know My Work Best)

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## **“Dave’s Superpower: Systems and Structure That Let Companies Scale”**

*I’ve known Dave Ruel since 2010, and from the start it was clear that his brilliance lies in being the glue that holds a business together. His superpower is building the systems, operations, and structures that allow companies to scale without chaos.*

*Dave has a rare ability to bridge marketing and delivery, making sure the entire ship runs smoothly. It’s no surprise he’s been instrumental in building multiple seven-figure businesses, with several successful exits to his name.*

*If you’re looking for someone to step in as an operations leader—someone who can reduce chaos, systemize for scale, and create the structure that frees you up to do what you love, Dave is the person I’d recommend without hesitation. He’s not only exceptional at what he does, but he’s also a great human being.*



- Yuri Elkaim, CEO, [Healthpreneur](#)

## ***“Dave Ruel was my first and only choice”***

*Growing a personal branding business is super challenging since YOU are your business.*

*At a critical point in my business I realized that I can either stay small and independent, or bring in a partner who can give my brand the same care I used to build it while taking it to the next level.*

*Dave Ruel was my first and only choice. Not only did I trust Dave's business acumen, I trusted his personal character and the love he had for my brand.*

*My brand and business is in good hands with Dave, and if you choose to work with him you'll quickly see why.*



*- Elliott Hulse, CEO, Strength Camp*