

W. Rick Meekins II

Operations & Strategy Expert | Fractional Chief Growth Officer
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Introduction

Are you an expert in your field, driven by a mission to make a positive impact on the people and communities you serve, but find yourself challenged by the complexities of scaling your business? You're not alone. Many purpose-driven leaders reach a stage where the passion and expertise that fuel their success can only take them so far. That's where I come in.

As an operations and strategy professional with over 30 years of experience, I specialize in helping growth-stage companies bridge the gap between their vision and the systems and strategies required to make that vision scalable. Through my work as a Fractional Chief Growth Officer, I partner with leaders like you to design and implement growth strategies that enable your business to expand sustainably, while keeping your core purpose intact.

Throughout my career, I've led teams and organizations to achieve remarkable growth, often increasing revenues by 30% within the first year. Whether you're looking to optimize your operations, improve financial performance, or build a scalable infrastructure that can support the next phase of your company's journey, I can help you navigate these challenges. My focus is on creating systems that drive efficiency, reduce costs, and empower your team to perform at their best.

What excites me most is working with leaders who see their work as more than just a business—it's about creating a lasting impact. I'd love the opportunity to share more about how my expertise in strategy, operations, and growth can help your business not just grow, but thrive.

For more information, please feel free to reach out. Let's explore how we can take your company to the next level.

Warm regards,

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PROFESSIONAL SUMMARY

Visionary leader with over 30 years of entrepreneurial and consulting experience, driving growth and operational efficiency for companies across multiple industries. Expertise in crafting and implementing innovative strategies that enable businesses to scale, improve productivity, and achieve long-term success. Proven ability to optimize operations, manage financial performance, and lead high-performance teams in fast-paced environments.

Thought leader and author of over 350 blog posts and 30 articles on business strategy, operations, and leadership.

CORE COMPETENCIES

- Operational Performance Optimization
- Strategic Planning & Execution
- Financial Management (Budgeting & P&L)
- Business Process Engineering
- Customer Value Chain Improvement
- Sales and Marketing Leadership
- Business Model Innovation
- Leadership Development & Team Management
- Digital Transformation & Technology Integration
- Thought Leadership & Public Speaking

PROFESSIONAL EXPERIENCE

Managing Partner

Aepiphanni Business Consulting | Kennesaw, GA | 2005 – Present

- Led a boutique consulting firm specializing in business strategy and operations, supporting small to medium-sized companies through rapid growth and transformation.
- Developed business models that enabled clients to scale while maintaining operational efficiency, resulting in an average 30% revenue increase in the first year.

- Designed and implemented digital infrastructures for organizations, significantly enhancing visibility and productivity.
- Provided fractional CGO services to service-based firms, helping them achieve a 60% cost reduction compared to hiring full-time executives.

President

WistBooks Financial Management | 2020 – 2024

- Offered financial advisory and bookkeeping services to small businesses, specializing in budgeting, financial reporting, and long-term business planning.
- Consistently helped clients streamline their financial operations, leading to more informed decision-making and business stability.

President

CONVRG Integrated Marketing | 2022 – 2024

- Delivered strategic marketing guidance for small businesses, helping them develop and execute campaigns that drive measurable results.
- Managed multiple marketing campaigns, optimizing performance through data-driven analysis.

Sales Operations Manager

Innovative Fitness Solutions | Kennesaw, GA | 2003 – 2006

- Spearheaded sales and marketing operations for a commercial fitness equipment company, resulting in a \$3M revenue growth.
- Implemented CRM systems that improved communication and operational efficiency across sales teams.

Owner & Operations Manager

Petros Café & Coffee Bar | Allentown, PA | 2001 – 2003

- Launched and managed a full-service restaurant and catering business, achieving 96% customer satisfaction and 25% year-over-year revenue growth.

MILITARY EXPERIENCE

Food Service Specialist (94B), E4P

United States Army | 1991 – 1997

- Served in multiple global deployments, providing vital food service support to military personnel.

- Earned recognition through medals including the Army Good Conduct Medal, National Defense Service Medal, Armed Forces Expeditionary Medal, and Army Service Ribbon.
- Demonstrated leadership as an E4P, managing teams in high-pressure environments, maintaining operational efficiency, and ensuring mission success.

THOUGHT LEADERSHIP & AUTHORSHIP

- Published over 350 blog posts and 30 articles on business strategy, leadership, and growth, featured in various platforms such as HuffPost and Fox Business.
- Frequent speaker and panelist, presenting topics such as 'Strategies for Managing Fast Growth' and 'Keys to Shaping the Entrepreneurial Organization.'
- Contributor to webinars and live presentations focused on building extraordinary businesses, strategic planning, and innovation in small business environments.

EDUCATION

Master of Business Administration (MBA)

Northeastern University, Boston, MA – Innovation & Entrepreneurialism (Cum Laude)

Bachelor of Arts (B.A.) in Business Management

Moravian College, Bethlehem, PA – Minor in Accounting (Summa Cum Laude)

Associate of Occupational Science (AOS) in Culinary Arts

Johnson & Wales University, Norfolk, VA – (Magna Cum Laude)

COMMUNITY ENGAGEMENT & BOARD MEMBERSHIPS

- Chairman: Board of Directors, Sheltering Grace Ministry
- Mentor: The Cranium Incubator
- Judge: DECA Business Competitions
- Pro Bono Consultant: Rally Earth & Community Consulting Team of Atlanta