

Robbie Poe

Chief Operating Officer / Director of Operations / Business Integrator

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PROFESSIONAL SUMMARY

20 years experience scaling service-business revenues by 5–12x, designing and leading organizational transformation, and building high-performing teams without burning them out.

Passionate about supporting Founders, CEOs and leadership teams, growing a business without abandoning the vision, and volunteering to tackle the organization's most painful problems. Proven track record of getting teams energized around complex, mission-critical projects. Highly skilled in business model expansion and practical AI implementation.

AREAS OF EXPERTISE

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|-----------------------|-------------------------|----------------------|----------------------|
| • Business Operations | • Strategic Planning | • Team Leadership | • Growth Strategy |
| • Team Building | • Marketing Strategy | • Sales Strategy | • Strategy Execution |
| • Process Automation | • Data-Driven Decisions | • Product Innovation | • P&L Management |
| • AI Implementation | • Risk Management | • Operations Mgmt. | • Traction / EOS |

CAREER HIGHLIGHTS

12x Revenue Growth: Aligned organization's focus and objectives, driving exponential growth of top-line revenue.

5000% Lead Increase: Led a ground-up redesign of all consumer journey funnels, implementing automation and AI.

10x Profitability Increase: Increased bottom-line profitability by 10x while overseeing organizational P&L.

PROFESSIONAL EXPERIENCE

Chief Operating Officer / Business Director • Atlas Visibility • Raleigh, NC • 2024–Present

Led the creation of an AI-driven growth company, driving strategy, product development, and operational execution.

- Developed a recurring-revenue business model, aligning product strategy, pricing, and customer acquisition.
- Designed a repeatable client experience spanning onboarding, service delivery, dedicated support, and reporting.
- Automated lead nurturing, service delivery, and performance reporting through affordable business systems.

Chief Operating Officer / Director of Operations • Amelia Aesthetics • Raleigh, NC • 2017–2024

Recruited to lead the strategic transformation of a small private practice into a nationally sought-out brand.

- Increased revenues by 12x, oversaw the P&L / forecasts / budget, launched satellite practices in 7 U.S. cities.
- Boosted lead conversion rates from 31% to 92% after rebuilding the sales, marketing, and ops strategy.
- Implemented a company-wide operating system, and launched a lead-generation community of 100k+ members.

Business Director / Senior Product Owner • Dave Ramsey • Nashville, TN • 2007–2017

Hand-selected by the CEO and Board of Directors to oversee the re-launch of the organization's flagship product line.

- Created 5x revenue growth while overseeing the design and international production of D2C catalog.
- Conceived and led user-experience implementation for multiple educational courses and digital products.
- Co-hired, led, and mentored a team of 100+ creatives, creating and facilitating experiential training events.

EDUCATION & PUBLICATIONS

Master of Business Administration (MBA) – Business Systems and Strategic Growth, Lincoln College, Illinois, 2014

Published Author – *The Private Practice MBA*, Simon & Schuster, Forefront, 2023