
JILLIAN DATO HAMADY

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VICE PRESIDENT | DIRECTOR

Strategic & Creative Executive | Operations, Marketing & Cross-Functional Leadership

Strategic executive with 25+ years of experience leading growth, operational transformation, and performance management across consulting, operations, and marketing. Proven ability to drive measurable results, optimize business performance, and lead cross-functional teams to execute strategic initiatives. Skilled in translating data into action, improving operational efficiency, and delivering outcomes that impact revenue, scalability, and organizational performance. Currently located in Charlotte, North Carolina 28205.

TECHNOLOGY AND ANALYTICS:

Power BI | Advanced Excel | CRM Systems (HubSpot / Salesforce / Dynamics and similar)
EOS | QuickBooks | Microsoft Office Suite | Adobe Suite | Shopify | WordPress | SQL

PROFESSIONAL EXPERIENCE

KSYS Group

1998 – 2025

Principal Consultant & Chief Operations Officer

Lead strategic and operational transformation for a \$500MM client portfolio spanning multiple industries. Provide executive guidance across finance, HR, IT, marketing, and performance management.

- Led strategic initiatives with executive leadership teams to drive operational restructuring, technology modernization, and scalable growth.
- Designed enterprise KPI frameworks and performance reporting standards, enabling leadership to identify trends, prioritize initiatives, and make faster, data-informed decisions.
- Implemented CRM and sales automation systems, increasing lead generation and marketing ROI by 60% within one quarter and improving pipeline visibility.
- Increased sales by 15% within 60 days by launching a mission-driven, full-spectrum marketing strategy.
- Reduced service delivery time and improved operational efficiency by streamlining vendor relationships and internal workflows.
- Recovered \$800,000 in past-due accounts receivable, significantly improving cash flow and financial stability while transitioning 80% of clients to long-term service contracts.
- Reduced inventory shrinkage by 95% through procurement system redesign and policy implementation.
- Oversaw full P&L, budgeting, forecasting, vendor contracts, and HR policy governance, advising leadership on financial planning and organizational structure.
- *Industries Supported: Technology · Healthcare · Manufacturing · Retail · Professional Services · Nonprofit*

Pussycat Galore
2005 – 2019
Founder & Operator

Launched and scaled a specialty retail brand, leading all operations, marketing, and customer experience efforts.

- Grew business from grassroots startup to \$200K+ annual revenue through multi-channel digital marketing and strong brand positioning.
- Built and maintained advanced Excel financial models to support forecasting, pricing strategy, and performance tracking.
- Designed and managed e-commerce platforms (Amazon, eBay) and built long-term customer loyalty.
- Handled all creative direction, brand storytelling, and community engagement.

Center-Force Marketing
2013 – 2018
Partner

Led an event and experiential marketing agency, creating immersive campaigns for regional and national brands.

- Directed concept-to-execution activations for clients in the boating, automotive and sporting goods industries.
- Developed marketing strategies backed by performance analytics, CRM data, and audience insights.
- Managed cross-functional teams of creatives, producers, and analysts to deliver brand-consistent experiences.

EDUCATION

- Bachelor of Arts, Marketing | Roosevelt University | Chicago, IL
 - Focus: Integrated Communications | Minor: Psychology
- Associate of Arts, Journalism | Rock Valley College | Rockford, IL

ADDITIONAL LEADERSHIP

- President, Villa Heights Homeowners Association | 2023 – 2025
- Fundraiser & Community Ambassador, The Distinguished Gentleman's Ride | 2021 – current
- Fundraiser & Streamer, Extra Life benefiting Childrens Miracle Network | 2019
- Gamemaster, Pathfinder's Society Paizo Organized Play | 2013 - 2016