

FRACTIONAL CHIEF OPERATIONS OFFICER (COO)

STABILIZE OPERATIONS. REBUILD ALIGNMENT. DRIVE PERFORMANCE.

COMPANY OVERVIEW

Hasta Advisors, LLC is a federally and multi-state certified Service-Disabled Veteran-Owned Small Business (SDVOSB) delivering strategic advisory, construction management, compliance, and facilitative project delivery services. As your Fractional Chief Operations Officer, I deliver executive-level leadership that drives growth by aligning business development, operations, and financial performance. My role is to help your construction company win more, scale smarter, and position itself for long-term market leadership without the overhead of a full-time COO.

THE CHALLENGE

A Fractional COO delivers executive-level operational leadership on a part-time, interim, or project-specific basis. **The mission: to restore clarity, structure, and execution discipline** when organizations are facing disruption, transition, or growth challenges. I embed quickly, assess the situation, and establish the systems, cadence, and culture that convert strategic intent into measurable results.

KEY FOCUS AREAS

- **Operational Stability** - Rapid triage and reorganization of teams, workflows, and performance controls to restore momentum.
- **Execution & Discipline Cadence** - Re-establish operating rhythms and accountability mechanisms that ensure predictable results.
- **Strategic Alignment & Implementation** - Translate vision and strategy into executable operating plans and cross-functional accountability.
- **Process Optimization & Systems Integration** - Simplify and standardize operational processes; identify automation and technology improvements.
- **Financial Performance & Visibility** - Partner with leadership to clarify cost structures, performance metrics, and operational ROI.
- **Leadership Continuity & Transition Support** - Step into operational command during executive turnover, growth, or M&A integration.
- **Organizational Health & Culture** - Rebuild trust, clarity, and accountability across teams through structured communication and leadership coaching.



Contact:

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Contact Hasta Advisors today to learn more about our 3-Phrase Model:

- **Stabilize**
- **Systemize**
- **Scale**