Greg Hoy

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PROFESSIONAL SUMMARY

Fractional COO and business consultant with 30+ years across operations, design, and digital delivery. Former owner of a 45-person agency; now helping consultancies and small businesses turn operational complexity into clear decisions, dependable processes, and stronger delivery.

EXPERIENCE

BUSINESS CONSULTANT / FRACTIONAL COO

September 2026 – Present

Ops Czar · Self-employed

- Advise consultancies and small businesses on how work is sold, staffed, delivered, and measured.
- Clarify priorities, ownership, and operating rhythms so teams can make decisions and keep work moving.
- Connect business development, finance, delivery, and tooling to make capacity and performance easier to see.
- Build practical processes and documentation teams can maintain without ongoing consultant support.

DIRECTOR OF OPERATIONS

January 2023 – August 2026

We The Collective

- Led operations for a Vancouver-based digital content and marketing studio serving entertainment brands.
- Developed performance metrics and analysis to support operational and financial decisions.
- Reviewed revenue and budgets and streamlined workflows to improve visibility and planning.
- Maintained internal communications, documentation, tooling, security, and compliance for a distributed team.

CO-PUBLISHER

January 2019 – January 2024
Sold Business

The Swarthmorean

- Co-published a community newspaper founded in 1893, overseeing print and online operations.
- Managed advertiser relationships and worked with local leaders, educators, and community members.
- Directed digital publishing and editorial standards through the newspaper's sale.

MARKETING OPERATIONS MANAGER

June 2019 – April 2021

Helms Workshop

- Managed sales, marketing, and operations for a boutique brand design studio.
- Worked with leadership to strengthen business development, financial processes, and client delivery.

EXPERIENCE (CONTINUED)

PRESIDENT / CEO / PRINCIPAL

June 2006 – October 2018
Sold Business

Happy Cog

- Led strategy, design, delivery, finance, and client relationships across a 45-person digital agency.
- Served 100+ clients and generated over $32M in revenue across 12 years before selling the business.

CO-FOUNDER

March 2012 – June 2016
Acquired

Bureau of Digital

- Co-founded a community helping digital agency owners and practitioners become better business operators.
- Built camps, summits, and events; exceeded $1M in revenue in the first year.

EDUCATION

Gettysburg College
Gettysburg, Pennsylvania · 1992
Bachelor of Arts, Management

ACCOLADES

2022 Citizen of the Year
Rotary Club of Swarthmore
Awarded for outstanding community service.

2010 Agency of the Year
Happy Cog · .NET Awards
Recognized for exceptional digital marketing and design excellence.

BOARD SERVICE

Trustee
Swarthmore Centennial Foundation · 2019–2021
Non-profit founded in 1993 to celebrate Swarthmore's first century and enrich the community.

Board Member
Swarthmore Town Center
Non-profit promoting educational, cultural, and charitable community events within the town center.

EARLIER EXPERIENCE

2005–2006	**Executive Vice President** · Pixelworthy
2004–2005	**Lead Designer** · Electronic Ink
2002–2004	**Independent Design & Usability Consultant**
2000–2002	**Practice Manager, User Experience** · FullTilt Solutions
1998–2000	**Unit Manager, e-Commerce Design & Development** · Safeco
1997–1998	**Business Systems Analyst** · Eddie Bauer
1994–1997	**Business Analyst** · Prentice Hall (now Pearson)
1992–1993	**Marketing Director** · Litman Law Offices, Ltd.

Happy Cog and Bureau of Digital overlapped. Full career details and client work: opsczar.com · LinkedIn.