

I build the structure. Your team runs it.

Fractional COO for founder-led companies. Process and technology only deliver when people own them, so that's where I start. Success starts with the individual, compounds in the team, and reaches the customer. I call this lens the Success Cascade. It works alongside the systems you already have, like OKRs or EOS. It doesn't add more process. It shows what's already working and where to build on it.

INDIVIDUAL

Founder priorities, ownership and decision rights. This is where goals start.

TEAM

Operating cadence, meeting structure, and accountability that works without the founder present.

CUSTOMER

Onboarding and retention that keep customers coming back.

WHAT I BUILD

Operating Cadence

- Weekly and monthly routines
- Meeting structure and decision cadence
- Priority sequencing with the founder

Visibility & Accountability

- KPI dashboards and performance tracking
- OKR system design and facilitation
- RACI and ownership clarity across functions

Retention & Customer Architecture

- Customer onboarding
- Customer retention design
- How customer success is run

Team & Organizational Structure

- Early leadership team design
- Hiring discipline and role clarity
- Performance reviews and accountability

WHAT IT DELIVERED

People

- Alignment where there had been little clarity
- Change the team understood and supported before it happened
- Clear roles and decision rights, built on an accountability structure and an OKR system

Process

- Results that once depended on heroics or luck, now delivered through planned work
- A long-standing product backlog cleared through a defined plan
- More capacity without burning people out

Customer

- Better customer communication and stronger relationships
- Customers getting answers within the committed time

WHO THIS IS FOR

Founder-led companies

15-150 employees (or equivalent stage)

Canada, USA and LATAM

Let's see if this fits. Book a call: calendly.com/carlos-successcascade/30min