



CAT JANSEN

ENTREPRENEUR · OPERATOR
BUILDER

CONTACT

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LOCATION
Grand Rapids, Michigan

WEB
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SCOPE

\$5M+
BUSINESS BUILT

4
OPERATING DIVISIONS

2020
FOUNDER TENURE — PRESENT

OPERATING FOOTPRINT
Michigan · Indiana · Arizona

LEADERSHIP STYLE

Direct. Accountable. Systems-minded.
Comfortable owning the problem, the
decision, and the result.

FLAGSHIP BUILD

ODIN

Proprietary security intelligence
platform — designed, built, and
deployed in-house.

EXECUTIVE RESUME

2026

EXECUTIVE PROFILE

FOUNDER & OPERATOR SALES & REVENUE GROWTH
SECURITY OPERATIONS MULTI-SITE LEADERSHIP P&L OWNERSHIP
BUSINESS BUILDING TURNAROUND & RESTRUCTURING
OPERATIONAL TECHNOLOGY

EXECUTIVE SUMMARY

Founder-operator who built a multi-division security and services enterprise from a single guard-services operation, with full P&L ownership and \$5M+ in business personally built as the company's sole salesperson. I have operated across sales, security, people, finance, brand, training, compliance, technology, and turnaround — not as separate functions, but as one connected business.

I am strongest where a company needs someone who can diagnose what is not working, build the system, earn stakeholder trust, and stay accountable through execution.

PROFESSIONAL EXPERIENCE

Founder & Chief Executive Officer 2020 — PRESENT

Regional Services Group

- Built a single guard-services operation into a four-division enterprise spanning physical security, intelligence & analytics, facility services, and consulting across Michigan, Indiana, and Arizona.
- Served as the company's sole salesperson and personally built \$5M+ in business, owning the full path from cold outreach and relationship development through negotiation, close, retention, and renewal.
- Created the operational backbone: SOPs, training curricula, corrective-action systems, management oversight, client reporting, and field workflows.
- Designed and deployed custom web and mobile technology to modernize internal operations and client experience — including ODIN, a proprietary security intelligence platform that processes field reports, grades officer actions against site protocol, and escalates critical findings automatically.
- Led organizational restructuring and operating improvements to return the business to stable execution.
- Directed licensing, background-screening, contractor/compliance processes, vendor relationships, and client contract negotiation across a multi-state footprint.

WHAT I BRING

CLOSER

Built every client relationship personally; comfortable from first conversation to signed contract and renewal.

OPERATOR

Understands how decisions move through staffing, service delivery, client expectations, and the P&L.

SYSTEMS BUILDER

Turns experience into repeatable processes, training, technology, and management controls.

TURNAROUND MINDSET

Willing to diagnose failures, own them, rebuild the system, and measure whether the fix works.



CAT JANSEN

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SELECTED CAPABILITIES

COMMERCIAL

- New business development
- Complex B2B sales
- Contract negotiation
- Client retention & growth
- Brand & communications

OPERATIONAL

- Security operations
- Multi-site team leadership
- SOP & training design
- Risk assessment
- Internal investigations
- Compliance & licensing
- Financial modeling

BUILDER

- Business architecture
- Process redesign
- ODIN intelligence platform
- Custom web/mobile tools
- AI-assisted workflows
- Turnaround execution

PERSPECTIVE

I am most useful when the problem crosses functions and someone has to see the whole system — revenue, people, operations, risk, customer experience, and execution.

DIRECT

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EXPERIENCE & SELECTED IMPACT

02

Retail Store Leadership & Sales

2014 — 2020

Verizon

- Managed multiple retail locations and led sales, marketing, and brand-enhancement initiatives focused on customer engagement and revenue performance.
- Drove a 60% revenue increase over two years while managing a \$4M revenue flow.
- Built stakeholder and customer relationships that became the commercial foundation for launching Regional Services Group.

SELECTED IMPACT

- Built \$5M+ in business as the sole sales engine of a company founded from scratch — without a separate sales team behind the pipeline.
- Founded and led four operating divisions while building the supporting brand, training, financial, technology, and management infrastructure.
- Authored a multi-module operator training program used to onboard and develop field personnel.
- Conducted internal theft and fraud investigations that resulted in recovery of stolen client assets.
- Built custom digital workflows and mobile/web tools to improve reporting, visibility, and operational consistency.

HOW I WORK

I move quickly, ask direct questions, and care about whether the system actually works for the person using it. I value accountability, clear communication, thoughtful disagreement, and measurable follow-through.

I am comfortable being the person who builds from zero, steps into ambiguity, or takes responsibility for rebuilding something that is not performing the way it should.

TARGET ROLES

EXECUTIVE LEADERSHIP

OPERATIONS

SECURITY LEADERSHIP

REVENUE / GROWTH

FOUNDER SUPPORT

ADVISORY / CONSULTING

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