
Frank Tilleli

Strategic Operations & Revenue Executive

Multi-Channel Growth · AI-Enabled Transformation · Published Author

Buffalo, NY · (716) 545-3815 · frank.tilleli@fbmkco.com
[linkedin.com/in/optimizenow](https://www.linkedin.com/in/optimizenow)

PROFESSIONAL SUMMARY

Operations and revenue executive with 20+ years driving multimillion-dollar growth and building high-performing teams across retail, technology, manufacturing and BPO environments. I open new wholesale and direct-to-consumer channels from scratch, modernize CRM and EDI infrastructure, and embed agentic AI tools including Claude, ChatGPT and Gemini to compound team output. I turn stalled initiatives into producing channels, recover trapped value and build the operating systems that let companies scale. Through FBMK, I also develop independent products and provide fractional executive leadership. I'm the author of Thrive90: The Reboot, a practical guide built around the methodology behind Thrive90.

SELECTED ACHIEVEMENTS

- Built a producing DTC channel from a stalled three-year initiative at BMP America, reaching \$100K+ monthly revenue within 12 months and onboarding Amazon, Walmart, Chewy and Home Depot.
- Recovered \$400K+ in orphaned inventory at BMP America through custom manufacturing and MOQ optimization.
- Built a \$17M+ annual wholesale division at ChristmasCentral, representing 30%+ of company topline and onboarding major retail partners.
- Generated \$4M in new annual revenue at Intelegencia and placed 200+ full-time agents in the first year, exceeding a \$2M quota.
- Drove \$32M in partner revenue growth at Ingram Micro and won President's Club in 2009, 2010 and 2011.
- Reduced HR costs by 60% across engagements through offshore BPO design and team builds spanning 200+ agents.
- Reported broader sales-engagement improvements of 380% in reply rates, 55% in open rates and 4x in booked meetings through Apollo, Mailchimp and HubSpot automation. These broader résumé figures are separate from the Intelegencia-specific metrics below.
- Cut order-processing time by 70% and errors to under 1% through enterprise-retail EDI and API integrations.

CORE COMPETENCIES

Executive leadership P&L ownership · Strategy development · Change management · Team building · Cross-functional collaboration · EOS implementation

Revenue growth Wholesale and DTC channel development · Marketplace onboarding: Amazon, Walmart, Chewy, Home Depot · Strategic partnerships · Account expansion · Vendor management

AI & technology Agentic LLM power user: Claude, ChatGPT, Gemini · Custom application development · AI tool adoption and team onboarding · Workflow automation · Process re-engineering

Systems & integrations Salesforce · HubSpot · Zoho · Freshdesk · Zendesk · Apollo · Mailchimp · RingCentral · ZoomInfo · Trainual · SAP Business One · Deposco · QuickBooks · RetailOps · EDI and API integrations

Operations & manufacturing Inventory optimization · MOQ modeling · Offshore BPO strategy · Onboarding and compliance · CSAT and SLA design

PROFESSIONAL EXPERIENCE

Founder & Fractional Executive

FBMK Companies, LLC | Founder · Sep 2020 - Present / Buffalo, NY

- Founded a fractional executive practice delivering embedded operations, revenue and technology leadership to growth-stage companies.

Business Development, Magic Carpet

BMP America, Inc. | W-2 · Jul 2024 - Present / Medina, NY

External employment · Magic Carpet is a BMP America brand

- Took over a stalled three-year direct-to-consumer initiative and built a functioning channel generating \$100K+ in monthly DTC revenue within the first year.
- Completely rebranded Magic Carpet and onboarded Amazon, Walmart, Chewy and Home Depot as new sales channels.
- Designed and deployed a custom CRM tailored to wholesale and DTC workflows, replacing the prior ad hoc system.
- Built a manufacturing optimization tool that predicts residual and orphaned inventory against customer MOQs, recovering \$400K+ in inventory that would otherwise have been written off.
- Established the EDI and operational process infrastructure supporting the transition from a single-channel to a sophisticated multi-channel business.
- Sourced, vetted and transitioned social and marketing strategy to specialist external agencies, freeing internal capacity for higher-leverage operational projects.

Director of Operations

US Globe Service Corporation | Contractor · May 2024 - Jul 2024 / Long Island, NY

- Built a new sales division from the ground up, hiring a VP of Sales, onboarding Zoho, ZoomInfo and RingCentral, and exceeding quota with an additional \$120K in monthly sales.
- Implemented Freshdesk organization-wide, reducing first-response times to under two hours and introducing a CSAT tracking mechanism.
- Integrated the Entrepreneurial Operating System (EOS) to drive organizational focus, accountability and strategic execution.
- Rolled out Trainual and rebuilt the org chart, accountability structures and onboarding paths, reducing onboarding time and improving SOP adherence.
- Designed and scaled an offshore BPO strategy, growing a team of 39+ freelance agents in the Philippines while optimizing cost and operational capacity.

Director of Client Services

Intelegencia Technology Corporation | Contractor · Feb 2023 - May 2024 / Philadelphia, PA

- Secured flagship accounts including City Furniture, generating \$4M in new annual revenue and onboarding 200+ agents while exceeding a \$2M quota.
- Drove an additional \$1M in revenue through cross-selling and portfolio education with existing clients.
- Established SI partnerships with Freshdesk, Salesforce, HubSpot and Zendesk, opening new lead channels and expanding market reach.
- Deployed Apollo and Mailchimp to automate outreach, producing a 3× increase in reply rates, a 50% lift in open rates and a measurable rise in booked meetings.
- Built landing pages and optimized online campaigns achieving 6.5%+ conversion rates.
- Reduced onboarding time from three weeks to under two by streamlining background checks and rework.

PROFESSIONAL EXPERIENCE / CONTINUED

General Manager

ChristmasCentral.com | W-2 · Feb 2012 - Feb 2023 / Cheektowaga, NY

- Built a wholesale division from scratch generating \$17M+ in annual revenue and contributing 30%+ of company topline.
- Recruited and onboarded 24+ key retail accounts including Walmart, Wayfair, Michaels, Macy's and Best Buy.
- Reduced HR costs by 60% through offshore BPO strategy, materially improving profitability.
- Developed an internal vendor management platform that improved order-to-cash workflows and added \$6M in annual revenue.
- Integrated EDI and API solutions that automated processes, reducing processing time by 70% and errors to under 1%.
- Deployed Freshdesk to streamline customer support and HubSpot to optimize sales and marketing.

Senior Vendor Business Manager

Ingram Micro | W-2 · Apr 2006 - Feb 2012 / Williamsville, NY

- Won President's Club three consecutive years (2009, 2010 and 2011) for top-tier sales performance.
- Recruited and onboarded new VMware partners, driving \$32M in revenue growth for Ingram Micro and VMware.
- Founded a global best-practices networking group that elevated knowledge sharing and solution-selling worldwide.
- Owned P&L for strategic partnerships with VMware, Cisco, EMC and HP Networking.
- Implemented automated pipeline management workflows that lifted productivity across the department.

INDEPENDENT VENTURES & AUTHORSHIP

Thrive90 · Founder & operator

A 90-day behavior-change platform for ambitious professionals, connecting daily AI-coached sessions, quarterly sprints and a council of ten specialist AI coaches across mindset, body, work, money, partnership, family, learning, joy, environment and meaning. Its methodology draws from CBT, Stoic practice, productivity science and internal family systems research. The product now includes web and iPhone experiences.

Thrive90: The Reboot · Author

A practical companion to the Thrive90 methodology, written for professionals who want a structured system rather than another motivational program.

thrive90.ai/the-reboot

The Lost Buffalo · Founder & operator

An immersive, camera-guided treasure-hunt platform that turns spaces and venues into interactive games. Combines clue trails, character collecting and local-business rewards with sponsor, team-building, employee-engagement and brand-activation use cases.

EDUCATION

Business Administration · Erie Community College, Buffalo, NY

RECOGNITION

Ingram Micro President's Club · 2009, 2010, 2011