

Greg Hoy

greg@greghoy.com greg@opsczar.com

Swarthmore, Pennsylvania 610.609.1367 opsczar.com LinkedIn

PROFESSIONAL SUMMARY

Senior entrepreneur, business leader, and operations professional with over 30 years of expertise in operations, design, project management, sales, and marketing. I excel in bridging creative and operational domains, driving excellence in diverse business environments.

PRIMARY WORK HISTORY

DIRECTOR OF OPERATIONS

January 2023 – Present

We The Collective

- Develop and implement performance metrics enhancing organizational efficiency.
- Streamline business processes, contributing to improved operational decision-making.
- Enhance internal communication and maintain key operational documentation.
- Conduct revenue and budget reviews, significantly boosting profit margins.

CO-PUBLISHER

April 2021 – January 2024

The Swarthmorean

Sold Business

- Led a 128-year-old weekly newspaper, managing operations and digital marketing.
- Fostered advertiser relationships and collaborated with local leaders, government officials, community members, and educators.
- Directed content strategy and editorial standards, ensuring engaging and relevant publications.

INDEPENDENT CONSULTANT

April 2021 – December 2022

- Devised and executed comprehensive digital and offline marketing strategies.
- Designed user-friendly digital interfaces, improving customer engagement.
- Enhanced operational efficiencies through innovative tools and technologies.

MARKETING & OPERATIONS DIRECTOR

June 2019 – April 2021

Helms Workshop

- Spearheaded an operational overhaul, improving business development and financial processes.
- Researched and performed outreach to prospective clients.
- Developed marketing and e-commerce platforms, elevating client online presence.

CO-FOUNDER

March 2012 – June 2016

Bureau of Digital

Sold Business

- Established a consultancy aiding agencies and professionals in business management and creativity.
- Organized large-scale events, fostering industry networking and learning.
- Scaled to \$1M revenue in the first year, demonstrating rapid growth and market resonance.

PRINCIPAL / PRESIDENT / CEO

June 2006 – October 2018

Happy Cog

Sold Business

- Led a multi-disciplinary digital design consultancy to award-winning status.
- Oversaw all business facets — project management, client satisfaction, and operational excellence — across a 45-person studio generating \$32M in total revenue over a 12-year tenure.

Full work history (1992–2006), client list, and case studies available at opsczar.com and on [LinkedIn](#).

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

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.