

T.J. SUMMERS

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tjsummers.com

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PROFESSIONAL SUMMARY

Operations-focused founder and business leader with 25+ years of experience implementing process improvements, driving organizational change, and helping companies adopt new technologies and workflows. Proven ability to analyze existing operations, identify inefficiencies, coordinate stakeholders, and lead successful implementation initiatives. Experienced working closely with executives and teams to improve adoption, streamline workflows, and achieve operational objectives. Passionate about applying Generative AI and automation technologies to transform business processes and create sustainable efficiency gains.

KEY SKILLS

- Solutions Consulting
- Change Management
- Process Mapping
- Workflow Design
- User Adoption
- Customer Onboarding
- Operational Excellence
- Project Coordination
- Training & Enablement
- Business Process Improvement
- AI Workflow Design
- Stakeholder Communication

WORK EXPERIENCE

Digital Artist Management, Inc.

February 2000 – Present

Founder / Operations Leader / Business Process Transformation

- Founded and scaled a boutique recruiting firm specializing in high-growth tech, gaming, media, and emerging technology sectors, generating \$100M+ in cumulative revenue.
- Facilitated discovery meetings with C-level stakeholders.
- Developed customized business solutions based on client requirements.
- Presented recommendations and strategic initiatives to executive leadership.
- Managed complex multi-stakeholder engagements from initial consultation through implementation.
- Acted as trusted advisor to growth-stage and enterprise clients.
- Owned full sales cycle: prospecting, qualification, stakeholder alignment, solution positioning, negotiation, and close across mid-market and enterprise accounts.
- Managed a high-volume pipeline using Salesforce, tracking deal stages, forecasting revenue, and optimizing conversion rates across multiple concurrent deals.
- Closed complex, multi-stakeholder deals by engaging C-level executives, technical leaders, and cross-functional teams, driving alignment and accelerating decision-making.
- Developed and executed go-to-market strategies to enter new verticals, resulting in \$2M+ incremental annual revenue through expansion initiatives.
- Partnered with product, engineering, and operations teams to align solutions with customer needs, improving deal velocity and customer outcomes.
- Negotiated high-value service agreements, structuring deals to maximize long-term value and retention.
- Led cross-functional teams (up to 20), contributing to sales execution, delivery, and customer success.

EDUCATION

University of Southern California – Marshall School of Business

- Master of Business Administration (MBA)

St. Mary's College of California

- Bachelor of Arts, Government

ACHIEVEMENTS

- Twice ranked by *Forbes* as one of America's Best Recruiting Firms
- Established one of the most respected firms in gaming supporting the success of some of the most iconic games of all-time
- NCAA Athlete – Played Football for 4 years at St. Mary's College of California (demonstrating discipline, teamwork, and high-performance mindset).