

# Executive Briefing: T. Chevéz Mathews

Contact: t@chevezmathe.ws · (314) 504-0693

## Overview

Tyler Chevéz Mathews is an operational problem-solver specializing in turning around underperforming organizations and scaling high-growth ventures. 11 years of executive-level experience across tech, hospitality, and entrepreneurial ecosystems. Expert at diagnosing operational bottlenecks, implementing scalable systems, and executing complex strategic initiatives in ambiguous environments.

Deep understanding of emerging culture and community-building, with proven ability to translate cultural insights into product development and brand differentiation strategies.

Interested in fractional executive or strategic advising opportunities. Open full-time for the right organization.

## Core Competencies

- **Operational Turnarounds:** Transforming financially distressed organizations into profitable, scalable operations
- **Systems & Process Design:** Building scalable operational frameworks for growth
- **Strategic Execution:** Leading complex, high-stakes projects from concept to completion
- **Team Scaling:** Growing and structuring teams from startup to scale
- **Cultural Strategy:** Leveraging emerging trends for competitive advantage
- **Crisis Management:** Navigating organizational challenges and market disruption

## Track Record Highlights

- **Financial Turnaround:** Transformed debt-laden entrepreneurial organization to 2+ years runway despite COVID sponsorship challenges
- **Revenue Growth:** Delivered 66% CAGR for cultural organization's campground operations while launching nationally-covered conferences
- **Cost Optimization:** Uncovered \$93K+ in annual savings for restaurant group through strategic vendor renegotiation, financial clarity, and waste elimination
- **Revenue Growth:** Secured millions in corporate sponsorship from Fortune 500 companies (Boeing, Facebook, etc.)
- **Team Building:** Scaled organizations from 2 FTE to 30+ team members across multiple ventures

## Target Opportunities

- **Fractional Executive:** VP of Operations, Chief of Staff focusing on operational problem solving, business development, company growth strategy and special projects.
- **Strategic Advising:** Role advising executive leadership on cultural penetration or brand differentiation strategy
- **Zero-to-One Venture Building:** Strategic hire for new initiatives requiring scaleup, cultural, business leadership

## Experience Highlights

### Regionally-Known Entrepreneurial Organization 2017-2021

**Challenge:** Organization facing financial distress

- Built weekly founder conference with 500+ attendees with 30,000+ subscriber community
- Secured millions in corporate sponsorship, growing team from 2 FTE to 7 FTE + 20 volunteers
- Launched two pre-accelerator programs graduating 36 startups (30%+ still operating)
- Established event space with free coworking capabilities

### Restaurant Group | 9 Corporate Stores + 2 Franchises 2021-2025

**Challenge:** Operational inefficiencies and compliance gaps across multi-location business

- **Cost Reduction:** Identified \$93K+ in annual savings through insurance renegotiation and vendor optimization
- **Financial Systems:** Rebuilt accounting infrastructure enabling first-ever cash flow projections and strategic financial planning
- **Compliance:** Launched federal-compliant health coverage program reducing costs while improving benefits
- **Product Development:** Created feedback loops and standardized rollout process for menu and product innovations
- **Growth:** Led franchise development and expansion strategy

### Series-A Crypto Company 2025 (six month project)

**Challenge:** Rapid scaling requiring operational structure across multiple departments

- Designed and implemented internal systems across 5 departments
- Led internal crisis management and resolution planning for organizational challenges

- Strategic advisor for cultural initiatives including international film production, art distribution, and event programming across US and China markets

## Cultural Organization with Campground 2023-present

**Challenge:** Underperforming asset requiring growth strategy and operational excellence

- Delivered 66% compounding annual growth for campground operations
- Launched high-profile conferences receiving national press coverage (Guardian, Blaze, Free Press)
- Launched exclusive Clubhouse membership program generating revenue through monthly memberships and investment-level commitments (currently 25+ members)

## Current Focus

**Board Positions:** The Wagon Box, Fabricatorz Foundation

## Target Opportunities

### Fractional Executive Roles

- **VP of Operations:** Mid-sized companies needing operational scaling and system design
- **Chief of Staff:** Executive-level strategic support for CEOs/founders in high-growth environments
- **Special Projects Lead:** Complex, ambiguous initiatives requiring senior-level execution

### Strategic Advisory

- **Cultural Strategy:** Brand differentiation and market positioning through cultural insights
- **Operational Consulting:** Process optimization and scaling strategies
- **Crisis Management:** Turnaround and restructuring guidance

### Zero-to-One Ventures

- **Venture Building:** Strategic hire for new initiatives requiring cultural acumen and operational expertise
- **Community-Driven Businesses:** Organizations leveraging community as competitive moat
- **Experience-Based Companies:** Hospitality, events, and experiential ventures

## Engagement Preferences

- **Industries:** Tech/SaaS, hospitality, community-driven businesses, emerging culture/lifestyle brands
- **Company Stage:** Seed to Series A or established companies launching new initiatives
- **Engagement Length:** 6-18 month projects, ongoing advisory relationships. Open to full-time for the right organization
- **Geographic:** Remote-first with periodic in-person strategic sessions

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Unique combination of operational rigor and cultural intuition. While most operators focus purely on metrics and systems, I understand how cultural movements and community dynamics drive sustainable business growth. This allows me to build operations that aren't just efficient, but also culturally resonant and defensible.

**Contact Tyler** at [t@chevezmathe.ws](mailto:t@chevezmathe.ws) or (314) 504-0693.