

TONI TOOMEY

STARTUP BUILDER & OPERATOR

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SUMMARY

I help early-stage founders take ideas, functions, and companies from zero to one. Over the past 10+ years, I have built customer success teams, financial models, operating infrastructure, compliance programs, websites, and product prototypes from the ground up. I work across strategy and execution, own the work that has no clear home, and use AI to move faster before adding headcount.

CAPABILITIES

Startup Operations | Zero-to-One Company Building | Strategic Planning | Financial Planning and Modeling | Customer Success | SOC 2 and Enterprise Readiness | People Operations | Product and Go-to-Market Strategy | AI Workflows and Prototyping

EXPERIENCE

VIRGO SURGICAL VIDEO SOLUTIONS | Health Technology & AI

Vice President of Operations | Jan 2023 to Aug 2026

Chief of Staff | Jun 2022 to Jan 2023

- Served as the CEO's second-in-command, owning company-wide operations across finance, people, contracts, compliance, partnerships, customer success, and cross-functional execution.
- Owned financial planning, cash management, and multiyear models; supported a \$4M+ financing and led cap-table updates, due diligence, board materials, and investor reporting.
- Led SOC 2, HIPAA, security, insurance, BAA, and enterprise diligence work; automated evidence collection and reduced related engineering effort by 90%.
- Managed contracts, renewals, and complex customer implementations, aligning sales, customer success, research, and engineering through delivery.
- Built people infrastructure for a distributed international team, including recruiting, benefits, HR policies, performance management, OKRs, 15Five, and 360 reviews.
- Co-founded and incubated Zaniah Health, a Virgo-owned gut-health venture, taking it from concept to its first working version by building the business model, financial model, website, pitch deck, partner strategy, and initial capsule-image reader prototype.

HONE | Postpartum Apparel Brand

Founder | 2024 to Present

- Brought a new postpartum nursing dress from concept to market, using interviews with 250 mothers to shape the product and owning design, technical development, fit testing, prototyping, a provisional patent filing, manufacturing, and launch.
- Built the company around the product, including the brand, website, packaging, financial model, supply chain, creator partnerships, affiliate operations, and customer acquisition strategy.

WALDO PHOTOS | Consumer AI Technology

Chief of Staff | Aug 2019 to Apr 2022

Director of Operations | Jan 2018 to Jan 2019

- Joined Waldo as its first operations hire and built the customer organization from the ground up, including customer service, account management, and quality assurance.
- Served as the founder and CEO's second-in-command across fundraising, board reporting, resource planning, business development, product, marketing, and operations.
- Managed cash and staffing through a 90% revenue decline during COVID-19 without layoffs.
- Led a distributed engineering team and delivered product and workflow improvements that saved more than 200 staff hours annually.

SELECTED AI BUILDS

- Built and launched virgosvs.com, zaniah.health, and wearhone.com using AI-assisted design and development.
- Designed source-aware operating systems that turn meeting notes into daily recaps, strategic reviews, and tracked commitments; created human-reviewed monitoring and recurring research automations.

EARLIER EXPERIENCE

SOURCEPAD | Principal, 2019 | **STAYLO** | Founder and CEO, Acquired, 2017 | **THE HT GROUP** | Director of Operations, 2016 to 2017

SELECTED TOOLS

Microsoft Excel | PowerPoint | QuickBooks | HubSpot | Customer.io | Codex | AI-Assisted Development | Workflow Automation

EDUCATION

Texas State University | Bachelor's Degree, Business, Economics and Public Administration | Summa Cum Laude, 2016