

CEZAR RACHIERU

*I help startups grow
into investable companies.*

cezarrachieru@gmail.com

(213) 655-7474

linkedin.com/in/cezarrachieru

cezarrachieru.com

VP OPERATIONS & OPERATING
ADVISOR
SAN FRANCISCO, CA



Track Record

\$800_k

Monthly burn
eliminated

Duffl – 90 days,
no new capital

8_x

Revenue growth

\$1M → \$8M+
Duffl, 3 years

\$100_M

Product launch
budget managed

Sony Global Media
100% OKR, under
budget

2_x

Revenue scale

\$20M → \$40M
Latin
Specialties

15_{yr}

Operator track
record

Co-founder, VP Ops,
Director, Sr.
Manager

WHAT I DO

*I build the operating infrastructure
that lets companies scale
without breaking.*

Operational Systems

Forecasting, KPI frameworks,
unit economics, reporting
infrastructure. Built to survive
growth.

Revenue & GTM

Pricing discipline, cohort
analysis, channel
architecture, CAC/LTV
correction. From acquisition
loops to sustainable growth.

Team & Execution

Cross-functional leadership up
to 44 reports. Playbooks,
accountability systems, and
talent pipelines that hold under
pressure.

Duffl

- Recruited during uncontrolled expansion. No validated unit economics. \$1M/month burn.
- Cut burn to \$200K in 90 days. Extended runway from 8 to 24+ months. Zero new capital.
- Drove campus launch cost from \$1M to \$100K with a replicable playbook. New campuses hit contribution margin positive within 90 days.
- Grew revenue \$1M → \$8M+ over 3 years. Positioned company for strategic exit in 2024.

"First in category to reach cash positive." — TechCrunch, 2022

YC W20 · Series A \$14M · VP Operations · 2021–2024

<p>BURN / MO – BEFORE</p> <p>\$1M</p> <p>Uncontrolled expansion</p>	<p>BURN / MO – AFTER</p> <p>\$200K</p> <p>90 days. No new capital.</p>
<p>REVENUE – START</p> <p>\$1M</p> <p>Subsidized, unsustainable</p>	<p>REVENUE – EXIT</p> <p>\$8M+</p> <p>Profitable unit economics</p>
<p>LAUNCH COST – BEFORE</p> <p>\$1M</p> <p>Per campus</p>	<p>LAUNCH COST – AFTER</p> <p>\$100K</p> <p>Replicable playbook</p>

Sony Global Media

Senior Manager, Strategy & Operations · Global Media & E-Commerce · 2020–2021

Contracted to design and execute the full operational launch plan for a new B2B/B2C e-commerce and inventory tracking system – fully remote, during COVID.

Led 21 direct reports across product, marketing, finance, and engineering coordination. Five concurrent projects. One deadline.

Delivered 100% OKR completion ahead of launch date, significantly under budget, with no additional headcount.

\$100M

Departmental
budget
managed

21

Direct reports
across
distributed

100%

functions
OKR completion –
ahead of
schedule

5

Concurrent
projects
delivered on time

CMR Trans Co

Co-Founder & CEO · 2012–2016 · Acquired by CEVA Logistics

Built a real-time cargo visibility platform from zero — replacing manual carrier calls with automated just-in-time inventory tracking across third-party logistics networks.

- Temperature monitoring, weather alerts, hazmat compliance, real-time rerouting
- Won cargo lane contracts with Coca-Cola, P&G, Harley-Davidson, and Apple
- Built and led a team of 14 from scratch

Acquired by CEVA Logistics

Global 3PL · \$17B+ revenue · Full technology + asset transfer

2012

Co-founded CMR Trans Co. Built technology stack, sales process, and operational infrastructure from zero.

2013–2014

Won competitive cargo lane contracts with Coca-Cola, P&G, Harley-Davidson, and Apple.

2015

CEVA Logistics acquires company and technology outright. Led post-acquisition integration.

2016

Full asset and technology transfer complete. Joined Latin Specialties as Director of Operations.

FULL
CAREER

Fifteen Years

2024 – Present	Startup Theory Operating Advisor	<i>GTM playbooks, operational workflows, and unit economics for venture-backed founders via Houston-based family office.</i>
2021 – 2024	Duffl VP Operations · YC W20	<i>Restructured burn from \$1M to \$200K/mo. Scaled revenue \$1M → \$8M+. Drove company to profitable exit.</i>
2020 – 2021	Sony Global Media Sr. Manager, Strategy & Ops	<i>Led \$100M product launch. 21 direct reports. 100% OKR completion ahead of schedule and under budget.</i>
2016 – 2020	Latin Specialties Director of Operations	<i>\$20M → \$40M revenue. 2-year digital transformation. Absorbed COVID demand surge with zero disruption.</i>
2012 – 2016	CMR Trans Co Co-Founder & CEO · Acquired	<i>Founded logistics telematics platform. Contracts with Apple, Coca-Cola, P&G. Acquired by CEVA Logistics.</i>

How I Engage

Currently Operating Advisor at Startup Theory. Open to select operator roles and advisory engagements.

<div>O1</div> <div>Embedded Advisory</div> <div>Work alongside founders to build GTM playbooks, operational workflows, validation gates, and unit economics before the first operating hires.</div>	<div>O2</div> <div>Operator in Residence</div> <div>Take on VP Ops or C00–equivalent scope for growth-stage companies that need a seasoned operator, not a first-time hire.</div>	<div>O3</div> <div>Turnaround Engagement</div> <div>Brought in when burn is uncontrolled, unit economics are unvalidated, or the company is 90 days from a cliff. I've been there before.</div>
---	---	---

LET'S TALK.

I help startups grow into investable companies.

LINKEDIN

[linkedin.com/in/cezarrachieru](https://www.linkedin.com/in/cezarrachieru)

EMAIL

cezarrachieru@gmail.com

PHONE

(213) 655-7474

WEBSITE

cezarrachieru.com

Open to operator roles and advisory engagements.