

Jeff Ritger

Founder/CEO | Fractional COO | Growth & Capital Advisor

Native English and Strong Professional Spanish

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Founder, operator, and fractional COO with 12+ years of experience building, scaling, and fixing ecommerce, CPG, and manufacturing businesses, and an additional 8+ years of entrepreneurial experience in business development and venture finance. Specializing in supply chain, inventory, systems, and execution of growth plans. Deep international experience across the US, Asia, and Mexico. Based in Florida.

Ops+Advisory (opsandadvisory.com)

USA

Founder

2023-present

- Fractional COO for high-impact projects with manufacturing, CPG, and ecommerce brands in the \$1M to \$20M revenue range.
- Serving between owners, CFOs, and capital partners as an execution lead who makes critical operating decisions, clears bottlenecks, and forces the organization forward toward operational maturity and sustainable, managed growth.
- Supply chain rebuilds; packaging, labeling, and warehousing procedures; 3rd party warehousing and freight partnerships.
- Product spec decisions, SKU rationalization, catalog strategy, and inventory planning.
- Shopify front & back end redesigns, online retail and wholesale marketplace optimization, and SaaS / tech stack implementation.
- SOP creation, workflow design, team enablement, and selection/oversight of marketing agencies.

Seaside 88 Advisors, LLC

USA

Managing Director

2025-present

- Building a selective affiliate network to connect established U.S. companies with non-dilutive revenue-based growth capital.

Orizaba Original

Mexico and USA

Founder

2015-2024

- Built and operated a 1,000-SKU clothing and textiles brand, tightly integrated with manufacturing partners in Mexico.
- Direct-to-consumer and online marketplace retail, driven by strong organic keyword rankings and supported by email and paid ads.
- Wholesale distribution from owned inventory, plus custom textiles and custom product manufacturing for B2B clients worldwide.

TSI

Indonesia and USA

Founder

2014-2017

- Built a 100-SKU apparel brand with manufacturing in Indonesia and DTC/marketplace distribution.

Manufacturing and Trade

China, Indonesia, and Mexico

Independent Operator

2013-2014

- Built several early-stage brands and trading lines across furniture, food, raw materials, and industrial goods.

Energy Sector Business Development

China, Indonesia, and Singapore

Independent Contractor & Consultant

2013-2014

- Built commercial relationships with Singapore architects to support the scaling of an Indonesian energy services firm serving large, complex commercial real estate projects across Southeast Asia.
- Advised an established solar energy consulting firm with American leadership in Shanghai on opportunities to expand into electric grid modernization initiatives including strategic planning and representation in bilateral trade & technology delegations and private-access industry events.

Kolohala Ventures and Hawaii Angels

USA

Associate

2009-2010

- Raised \$9M for companies in biofuels, solar, waste-to-energy, seawater air conditioning, sustainable aquaculture, and biotech.
- Produced quarterly operating and financial reporting for a 39-company portfolio.
- Supported founders and our own firm's partners with investor presentation materials for the biggest angel investor group in Hawaii.
- Interfaced with government stakeholders on public clean-energy funding and policy matters more broadly affecting the tech industry.
- Supported a \$450M effort to convert a former sugarcane processing facility on Maui into a biofuels plant. Helped draft and align an MOU between Hawaii stakeholders and technology partners from Colorado, California, and the Philippines.

Strategy & Business Development

USA and Latin America

Early Career

2007-2014

- Held strategy, business development, and consulting roles in energy, cleantech, and infrastructure.
- Commercial, institutional, and industrial energy efficiency & smart grid projects.
- Variety of finance, business development, and advisory services for cleantech startups, incubators, and business plan competitions.
- Cross-border trade exploration in Mexico and Panama that informed future manufacturing, sourcing, and CPG/ecommerce businesses.

Columbia University

New York City, NY

BS: Earth & Environmental Engineering

2005-2007

University of Puget Sound

Tacoma, WA

BA: Philosophy Major, Math Minor

2001-2005