

MICHAEL IGNAFFO

CHIEF EXECUTIVE OFFICER | STRATEGIC LEADER

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STRATEGIC BUSINESS LEADER WITH EXPERTISE IN TRANSFORMATION AND GROWTH

Dynamic business leader with over 20 years of experience in strategic planning, organizational development, and operational excellence. Proven track record in driving transformational change, enhancing business processes, and fostering innovation in both established companies and startups. Skilled in international expansion, talent management, and executive coaching. Experienced Founder-CEO with P&L responsibility, Board experience, and a commitment to delivering scalable, efficient solutions that align with business objectives and achieve long-term growth. Skilled at combining vision and strategy with practical execution.

ROBUST EXPERTISE

Strategic Planning · Organizational Development · Change Management · Talent Management · International Expansion · Financial Management · HRIS Implementation · Project Management · Performance Management · Employee Engagement Strategies · Process Improvement · Recruiting and Staffing · Succession Planning · Data-Driven Decision Making · P&L Management · Founding and Scaling Startups · Executive Leadership · Board Governance

CAREER HIGHLIGHTS

- **Led Major HR Transformations:** Successfully drove HR restructurings and efficiency improvements at Apple, GoPro, Lagunitas, and Cheetah Technologies, enhancing managerial effectiveness and fostering a culture of continuous improvement.
- **Published Building Better Workplaces - The Fundamentals of Organizational Effectiveness:** This book is a fresh approach to the “People” side of business.
- **Executed International Expansions:** Established and expanded international operations, setting up offices and payroll systems in multiple countries to support global market growth.
- **Managed High-Impact Change Initiatives:** Expertly handled complex change management, including significant workforce reductions during COVID-19, ensuring company survival during critical periods.
- **Founded and Grew Windows Health Corporation:** Established a rapidly growing mental health business, achieving steady month-over-month revenue growth and building a robust team.
- **Pioneered Employee Engagement Programs:** Designed and implemented comprehensive programs at Apple, GoPro, and Lagunitas, resulting in significantly higher employee commitment.

PROFESSIONAL EXPERIENCE

Windows Health Corporation

A behavioral health clinic providing multifaceted therapy services and other innovative mental health solutions.

Co-Founder and CEO ■ 2023 to Present

Oversee all functional areas, including strategy, recruiting, marketing, HR, finance, and facilities. Develop and implement the company’s business strategy and growth roadmap. Manage P&L, cash flow, and financial planning. Handle all administrative tasks such as invoicing, payroll, and insurance payer strategy.

Conduct networking and outreach to build relationships and promote the business. Make key strategic decisions on business development and resource allocation. Supervise the recruitment and onboarding of staff. Build and maintain the company’s website and digital presence. Ensure compliance with legal and regulatory requirements for healthcare operations.

Key Accomplishments:

- Successfully organized and established Windows Health Corporation in California, including strategic founding decisions and paperwork.
- Achieved steady month-over-month revenue growth since inception, reaching annualized revenues between \$300,000 and \$400,000 within the first 13 months.
- Built the business from zero employees to a functional team of 9 therapists, nursing staff, and 2 medical doctors, across 3 locations.
- Developed a robust client pipeline and secured the first clients within two months of opening.
- Demonstrated resourcefulness and cost-efficiency in setting up and equipping the clinic, including acquiring medical equipment and furnishing the office without incurring debt.

Archetype Medical Scribes LLC

Provides scribe services to medical doctors, ensuring accurate and efficient documentation in clinical settings.

Co-Founder and Principal ■ 2021 to 2023

Established and structured Archetype Medical Scribes LLC to provide scribe services. Directed recruitment and training programs for new medical scribes. Oversaw business operations, including financial management and back-office administration. Coordinated with medical doctors to integrate scribe services seamlessly. Maintained overall leadership and strategic planning for the company while pursuing academic studies.

Key Accomplishments:

- Launched Archetype Medical Scribes LLC, filling a critical service gap and providing essential scribe services to local emergency departments.
- Successfully hired and redeployed a team of idled medical scribes, ensuring continuity of service for the emergency department.
- Implemented efficient payroll systems and a SIMPLE IRA retirement plan, enhancing employee satisfaction and financial stability.
- Balanced the demands of running a company, working as a medical scribe, and maintaining full-time academic commitments, demonstrating exceptional time-management and multitasking skills.
- Gained valuable clinical experience required for medical school applications, deepening understanding of medical workflows and doctor-patient interactions.

Cheetah Technologies

A high-growth startup focused on technology-enabled restaurant supply and logistics.

Head of Human Resources ■ 2019 to 2020

Led the HR function as a member of the executive team, reporting directly to the CEO. Structured the HR department into three sub-functions: recruiting, client-facing HR, and HR operations. Developed and implemented talent management programs, including manager training, talent review, and succession planning.

Established and maintained HR systems, including payroll and employee data management. Guided the executive team on the strategic impact and potential of HR. Managed employee relations and organizational development in a hyper-growth startup environment.

Key Accomplishments:

- Successfully organized the HR department into three distinct sub-functions, enhancing efficiency and focus.
- Built and launched a comprehensive manager training series, significantly improving managerial effectiveness across the company.
- Designed and implemented key talent management processes, including talent review and succession planning, fostering a robust talent pipeline.
- Executed two significant workforce reductions of 30% each during the COVID-19 pandemic, extending the company's financial runway and ensuring its survival.
- Implemented a new HR information system, streamlining payroll and employee data management and supporting the company's rapid growth.

The Lagunitas Brewing Company

A brewing company transitioning to global markets, known for its craft beers and expansion into international markets.

Vice President, Head of Human Resources ■ 2016 to 2019

Oversaw the HR function as the top HR executive. Supported the company's transition to a global market. Managed HR operations and systems. Guided the restructuring of the HR department. Designed talent management systems and training programs. Established international HR presence and payroll systems. Directed change management initiatives.

Key Accomplishments:

- Executed the company's first layoff, navigating complex change management and reducing overall personnel costs by 14%.
- Introduced a new benefits broker, Marsh McLennan, enhancing employee benefits and securing significant cost savings.
- Developed and implemented a deferred compensation plan for high earners, ensuring retention and motivation of key executives.
- Spearheaded international expansion efforts, establishing offices in Canada and the UK and setting up payroll systems in multiple countries.
- Led the implementation of a new HR Information System, streamlining HR operations and improving data management.

EARLY CAREER

Director, Organizational Effectiveness, GoPro Inc.

Played a key role in preparing GoPro for its IPO, building HR infrastructure to support rapid growth and organizational discipline.

Senior Manager, Human Resources, Apple

Contributed to the growth of Apple during the launch of the iPhone and the transition from Steve Jobs to Tim Cook, driving HR strategies that supported the company's rise to Fortune 1.

Human Resources Manager and HRLP Project Leader, Cisco Systems Inc.

Brought innovative HR practices and efficiencies, enhancing client satisfaction and organizational productivity.

Resident Engineer, Timken US Corp./Ingersoll Rand

Leveraged mechanical and aerospace engineering expertise to design and implement critical engineering projects, contributing to significant advancements in automotive technology.

EDUCATIONAL BACKGROUND

Post-Baccalaureate Pre-Med Certification Program ■ San Francisco State University

Master of Business Administration ■ University of Michigan

Bachelor of Science in Mechanical and Aerospace Engineering ■ Cornell University

COMMUNITY INVOLVEMENT

Founder/Principal, Why Sleep Films, LLC (2013-Present)

Governing Board Member and Past President, NCHRA (2015-2019)

Board Member and Founder, Moodies Worldwide (2014-Present)