JOE YELLIG

QUALIFICATIONS SUMMARY

Strategic operations and finance executive with 25+ years leading organizations through transition, turnaround, and growth. Pairs financial leadership, P&L ownership, budgeting and multi-year planning, financial modeling, and M&A due diligence with hands-on operating experience across industrial services and manufacturing, energy, digital business, and nonprofit organizations, and brings practical AI fluency to both. Known for stabilizing organizations in flux, building the systems and processes behind the numbers, and serving as a trusted right hand to owners, executive directors, and boards.

PROFESSIONAL HISTORY

CFO Selections	Consultant	2026 – Present
Yellig Advisory	Founder & Principal	2025 – Present
Applied Control	VP of Operations / General Manager, Pacific Region	2019 – 2024
ISC Gunners FC	Executive Director	2014 – 2019
Waste Management	Director of Digital Marketing	2007 – 2013
TechnipFMC (formerly FMC Technologies)	Business & Financial Analyst; progressive roles to Applications Manager	1997 – 2007

ACCOMPLISHMENTS

- Led a $2.5M nonprofit through a turnaround as Executive Director, delivering 40% operating revenue growth and 60% enrollment growth over four years with 94% staff retention, while owning budgeting, cash management, and board financial reporting.
- Delivered consistent results against a $10M P&L as VP/GM of a five-state industrial services division through strategic pricing, resource allocation, and capital and operating budget planning across multiple facilities.
- Orchestrated the complete merger integration of two industrial services companies, unifying ERP, network, and business systems and standardizing processes across the combined organization with no interruption to customers.
- Led financial and operational due diligence for a real estate investment group's proposed acquisition of a 200+ unit vacation rental portfolio, valuation models, two-year forecasts, lender and investor materials, and deal structuring, giving ownership the analysis to make a disciplined go/no-go decision on a multi-million dollar transaction.
- Delivered organizational design and competitive benchmarking for a $1B fuel distribution company, mapping accountabilities for 20+ roles against 8 peer companies and identifying 7 structural gaps with a plan to close them.
- Founded Waste Management's corporate digital marketing department, securing a $20M investment with the company's first five-year digital roadmap and launching two eCommerce platforms that generated $5M+ in annual revenue at 40% ROI.
- Strengthened a nonprofit's financial sustainability with $500K+ in fundraising, $100K+ in corporate sponsorships, and 150% growth in event revenue across six annual tournaments.
- Delivered an AI operations knowledge system and leadership AI training for a global catalyst manufacturer, focused on process optimization and institutional knowledge capture.

LICENSES & EDUCATION

- MBA, Finance & Strategy — Rice University
- BS, Mechanical Engineering — The University of Texas at Austin
- Kellogg Executive Education — AI Strategies for Business Transformation (2026)
- Wharton Executive Education — Leading an AI-Powered Future (2025)