

FOUNDER · OPERATOR · CONSULTANT

JC *Adamos*

Filipina founder and 15-year operator helping companies grow revenue, build teams, and integrate acquisitions — across real estate, SaaS, M&A, and industrial sectors. Top 1% Expert-Vetted on Upwork. \$200K+ personal · \$500K+ agency · \$1M+ total billing.

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Dallas, TX · Philippines · Available for fractional & consulting roles · MBA · University of Western Australia

300×

Sales growth for an industrial equipment client — no overhead increase

+40%

Year-one revenue lift for a Houston oil & gas manufacturer

12 →
500+

Units scaled for an Ohio property management firm

\$1M+

Total billed · \$200K personal + \$500K agency + cross-platform · Expert-Vetted

ABOUT

15 years of doing the work — from *top-performing sales agent to founder & operator*.

My career started on the phones — selling electricity for TXU Energy out of Texas, then five years of outbound business development at TELUS / Optus where I became the top agent and subject-matter expert onboarding new hires. That foundation in revenue still shapes how I run every engagement: pipeline before promises, outcomes before opinions.

I moved into operations leadership at Practo — running Philippine operations and helping launch Southeast Asian expansion across 100+ frontline staff and 10 managers in three countries. After heading a unit at AXA Philippines, I founded **Emperium** in 2017 — a Philippine-based agency built on a mission of empowering women and marginalized workers while serving SMB and enterprise clients globally.

Today I work across the full operator stack: fractional COO and director-level engagements, M&A buy-side research and acquisition integration, RevOps turnarounds, enterprise account management, and demand generation. In January 2026 I launched **Furbly**, a Delaware C-Corp building pet identity infrastructure for the Philippines and Southeast Asia.

QUICK FACTS

Based	Dallas, TX · PH
Operating since	2010
Founded	Emperium · Furbly
Upwork	Top Rated Plus · Vetted
Job success	100%
Total jobs	108
Total hours	13,617 · 66,178 agency
Hourly rate	\$75 USD

SERVICES

What I do — and how I *typically engage*.

01

Fractional COO & Operations

Workflow design, SOPs, hiring & training, financial analysis, and the unglamorous middle layer that makes everything else work.

02

M&A · IR · Acquisitions

Buy-side market research, target sourcing, owner outreach, due diligence, and post-merger integration for PE, VC, and M&A firms.

03

RevOps & Sales Engineering

Rebuilding revenue engines — pipeline, CRM hygiene, sales process, enablement, and quota design for stalled or scaling teams.

04

Demand Gen & Marketing

Full-service B2B marketing — LinkedIn campaigns, email sequences, paid ads, GMB, content systems, and CEO thought leadership.

05

Real Estate Operations

Acquisitions, dispositions, property management buildout, wholesaling, coaching businesses, and CRE / coliving operators.

06

Talent & Team Building

Sourcing & hiring sales, marketing, and technical talent — including AI / engineering roles — with cultural and long-term fit in mind.

SELECTED ENGAGEMENTS

A sample of the work — *and the numbers it produced.*

MANUFACTURING · OIL & GAS Houston Manufacturing Turnaround Post-acquisition revenue operations Brought in after acquisition to rebuild the revenue engine for an oil & gas manufacturing operator. Redesigned sales process, pricing, and pipeline systems — and delivered measurable lift in year one.	+40% Revenue growth, year one
INDUSTRIAL EQUIPMENT CNC, Laser & Bending Equipment Sales B2B industrial sales, one-year engagement Led sales operations for an industrial equipment seller (CNC machines, laser cleaning & cutting, bending). Restructured outbound, qualification, and close cycle.	300× Sales increase, flat overhead
REAL ESTATE · OHIO Porkopolis Holdings — Property Management Buildout From acquisition to scaled operator Started their property management firm from scratch — 12 units when I joined, 100 units when I exited, 500+ units today. My agency still supports the team.	500+ Units today
SAAS · IT HEALTHCARE Practo — SEA Operations Operations Manager · 2015 – 2017 Ran Philippine operations and contributed to SEA expansion. Practo is now a \$700M+ business. Managed 100+ frontline staff and 10 managers in three countries.	3 Countries · SEA footprint
M&A · CROSS-BORDER Canada-Based M&A Advisory Long-term buy-side research engagement Full market research, target identification, and lead qualification for a Canadian M&A consulting firm. Repeated engagements with smaller firms in the same niche and across crypto-sector buy-side work.	Multi-yr Embedded advisor
SAAS · GRC Mitratesh — Enterprise Account Management Inside Sales Account Manager · 2023 – 2024 Multi-channel business development at a leading legal & compliance SaaS platform — LinkedIn, email, and outbound calls into enterprise accounts.	Ent. B2B SaaS · GRC

CAREER PATH

The roles that built *the operator*.

JAN 2026 – PRESENT

Founder & CEO — Furbly

Delaware C-Corp · Philippines remote

Building ICAR-compliant pet identity infrastructure for SEA. Leading product strategy, partnerships, fundraising, government engagement, and US investor relations.

SEP 2024 – DEC 2025

Chief Client Officer — UmproTech

Chicago, IL · Industrial machinery financing

Helping manufacturing firms scale through flexible financing on CNC, laser cutters, and advanced industrial machinery without traditional capital strain.

AUG 2023 – AUG 2025

Director, Business Transformation — Ultimate Solutions

Houston, TX

Two-year business transformation engagement spanning sales, operations, and revenue infrastructure.

JUL 2023 – JAN 2025

Director of Sales & Marketing — Insparisk

New York City Metro Area

Led B2B sales and marketing operations across the NYC region — outbound systems, LinkedIn campaigns, and demand pipeline.

AUG 2023 – AUG 2024

Inside Sales Account Manager — Mitratesch

New York · GRC SaaS

Multi-channel business development at a leading legal & compliance SaaS platform — LinkedIn, email, and outbound calls into enterprise accounts.

JUL 2021 – NOV 2023

Director, Marketing & Business Development — Integro 212

United States

Marketing leadership and BD across a long-running multi-year client engagement.

APR 2020 – MAY 2023

Head of Sales & Marketing — DED Company

New York, NY

Full-stack sales and marketing leadership for the NY-based client across three years.

JAN 2020 – JUL 2021

RE Acquisitions & Operations Manager — Re-viv

San Francisco Bay Area · Coliving CRE

Real estate acquisitions and operations for a California-based coliving CRE firm.

SEP 2017 – PRESENT

Founder & CEO — Emperium

Philippines · Global outsourcing agency

Founded an agency providing admin, sales, marketing, and operations services to SMBs and enterprise clients worldwide — anchored on a mission of empowering women and marginalized workers.

AUG 2017 – JAN 2019

Business Unit Head — AXA Financial

Metro Manila · Insurance

Led a frontline insurance unit, including team management, sales, and performance.

MAR 2015 – AUG 2017

Operations Manager — Practo

Philippines · IT Healthcare SaaS

Ran Philippine operations across four cities — 100+ frontline staff, team leaders, content managers. Helped kick off operations in Jakarta. Practo is now a \$700M+ business.

2010 – 2015

Sales — TELUS (TXU Energy) · 24/7 Customer · Optus

Texas accounts · Telco · Energy

Five years across electricity sales (TXU), outbound telco BD (Optus), and QA / new-hire coaching. Top Agent recognitions across multiple quarters.

COMPANIES, FOUNDERS, AND FIRMS I'VE WORKED WITH

Practo · Mitrtech · AXA Philippines · RE/MAX · Keller Williams · Re-viv · Porkopolis Holdings ·
UmproTech · Integro 212 · Insparisk · DED Co. · Bennett Realty · Platinum Growth Partner ·
Ultimate Solutions

CLIENT FEEDBACK

What founders have *said about working with me.*

"JC is great to work with — smart, organized, and efficient. She gets tasks done quickly and to a high standard. You can throw JC into any task and she figures it out."

— Operations & HR engagement · Upwork

"Joy is extremely knowledgeable about the US wholesale real estate market and in general business systems and processes. Pleasant to talk to, committed to quality."

— Real Estate Cold Calling client · Upwork

"Fantastic work. I highly recommend her. Only ending the contract to switch her to my other company."

— BD & Marketing Strategist client · Upwork

"I create a team environment that fosters learning and growth. I did not know this about myself before I hired Joy — and it is a fit that I look for now in everyone."

— Power Dialing & Sales client · Upwork

"JC assisted me in a project for almost 5 months. She is very professional and easy to communicate with. Reliable, clear communicator, solution oriented."

— LinkedIn Project Management client · Upwork

"JC is great. Communicates well, knows what she's doing, and has helpful ideas."

— Venture-backed startup fundraising client · Upwork

CURRENT VENTURE

Founder & CEO of *Furbly* — pet identity infrastructure for Southeast Asia.

"The gap in Philippine animal welfare isn't compassion or policy — it's coordination infrastructure."

Furbly is building a unified national pet registry connecting shelters, vets, households, and government through ICAR-compliant microchips. Free management software for shelters. 100% pass-through donations to verified rescues. The foundation for inter-LGU interoperability and BAI rabies surveillance.

Structure: Delaware C-Corp · Woman-Owned · Filipina-founded

Pilot: Q3–Q4 2026 · 10 partner rescues · 500 microchipped pets

Anchor partners: Cat House Manila · Hound Haven PH

Government engagement: Cong. Kiko Barzaga, Sen. Risa Hontiveros, Davao & Cebu City Veterinary Offices

EDUCATION & CREDENTIALS

Formal training and *certifications*.

2024 – 2026

Master of Business Administration

University of Western Australia

POSTGRADUATE

Business Admin, Mgmt & Operations

Asian Institute of Management

2006 – 2010

BA Psychology

University of the Philippines

2022

LinkedIn Marketing Strategy

LinkedIn Marketing Labs

2022

LinkedIn Marketing Solutions Fundamentals

LinkedIn Marketing Labs

VERIFIED

Keap Certified Partner · Military Veteran

LinkedIn Verified

TOOLKIT

Systems and platforms I *use day to day*.

CRM, PM & PRODUCTIVITY

Salesforce

HubSpot

Pipedrive

Keap (Certified)

Zoho Cloud

Asana

Monday

ClickUp

Google Workspace

Microsoft 365

MARKETING, WEB & AI

LinkedIn (Certified)

GoHighLevel

Webflow

Canva

Claude

ChatGPT

Email + Paid Ads

CEO Content

Website builds

LET'S TALK

About the *problem you're trying to solve*.

Fractional COO, RevOps turnaround, M&A buy-side support, real estate operations, or something I haven't listed

message me through Upwork with a short note about what you're working on and I'll come back within a day.

Available through: Upwork

Status: Top Rated Plus · Expert-Vetted · Top 1%