Tiffany Fernandez

Fractional COO | Business Operations & Partnerships | Former Intel | Founder

20-year tech veteran

Austin, TX · ttirres@gmail.com · LinkedIn · Spanish (Advanced) · tiffanyfernandez.com (book a call)

I combine a decade at Intel with founder and COO experience to build relationships, align teams, and turn complex business priorities into execution.

I put structure to chaos, and I know when a situation needs a builder, a fixer, or a scaler.

Experience

Fractional COO (Contract)

August 2026 to present

Hyperbase, early-stage power-distribution technology

- Fractional COO reporting to the founders at an early-stage power-distribution technology company developing technology and an AI platform to help hyperscale data centers power themselves. I coordinate cross-functional execution against founder-defined priorities, with spending authority and no direct reports.
- Built and maintain a daily financial forecasting model and a weekly cash summary, with updates and review I provide. Also built a $5M investment scenario model covering capital allocation, hiring, runway, revenue milestones, and investor returns, supporting active fundraising negotiations, not money already raised.
- Established operating principles, decision rights, leadership cadence, All Hands, and cross-functional coordination to drive execution toward founder-defined goals.

Head of Operations and People

October 2024 to May 2026

TaxTaker, Inc., a tax tech company · Austin, TX

- Scope covered finance, operations, AP/AR, strategy, and marketing, effectively running the business alongside the founders across two service lines: R&D Tax Credits and 179D Energy Efficiency Deductions.
- Cash flow management, financial modeling (EBITDA and headcount scenarios), lead generation strategy targeting AI/SaaS CEOs, a QuickBooks migration from Bill.com, and employee separations and HR compliance in Texas and California.
- Helped grow a new line of business from $0 to $1.2M in 12 months. Managed debt paydown of $544K+.

Co-Founder and Chief Operating Officer

Feb 2020 to Apr 2023

WayWiser, wellness tech, later acquired by Community Wellness · Austin, TX

- Co-founded from zero. Led operations, strategy, culture, and P&L as COO through scale (11K users, $3.5M raised).
- Built and led a team of 12 across product, ops, marketing, and customer success. Owned people systems and cross-functional execution.
- Managed the end-to-end capital raise across multiple funding rounds, overseeing investor relations, financial modeling, and board communications. Built the go-to-market strategy, from market research and ICP definition to the acquisition funnel that drove early user growth.

Skills

Finance and AI

EBITDA and cash flow · Board models · Debt and restructuring · Investor reporting · AI tools in daily work

Fractional and founder ops

Fractional COO · Founder and COO experience · Cross-functional execution

People and executive ops

HR ownership · OKRs and KPIs · Headcount planning · ERG and culture

Scale and GTM

Company scaling · Cross-functional projects · Channel and partner programs · Partnerships

Education

MBA in Global Management

Thunderbird School of Global Management, Phoenix, AZ

NSHMBA Scholarship Recipient · 1st Place, Henkel Innovation Competition · Published case study: Emergence Strategy of Supply Dynamics

BA in Communications

St. Edward's University, Austin, TX

Presidential Award, the university's highest honor · Student-Athlete of the Year

Intel Corporation

Aug 2010 to Feb 2020

Austin, TX

Sales Development Manager, North America Channel

Aug 2015 to Feb 2020

- Owned North American channel strategy for Ingram Micro, D&H, and Tech Data across a $645M annual revenue portfolio.
- Delivered a D&H program generating $20M in incremental revenue.
- Built sales enablement and co-marketing programs driving 17% year-over-year growth across Data Center, Business Client, and Networking solutions.

Sr. Business Analyst, IoT, Americas Sales and Marketing

Aug 2010 to Aug 2015

- IoT business analyst work covering strategic planning, forecasting, market sizing, and executive reporting.
- Built an ROI model adopted company-wide and a Should-Cost Model used by 20+ internal groups.

Earlier career

Everi Holdings (PM Intern) · Univa UD (Marketing Manager) · Sanford Brands, Newell Rubbermaid (Field Sales Rep) · Lombardi Software (Marketing Specialist)

Community

Former Adjunct Professor, St. Edward's University, International Management and Digital Marketing (2017 to 2019)

Speaker at the Kendra Scott Summit and SXSW

Board Member, Literacy Coalition of Central Texas

Volunteer, El Buen Samaritano

Co-President, Intel Latino Network, the ERG for Latino employees in Texas

Female founder advocate and mentor in the Austin startup ecosystem

Project Lead, Intel Employee Service Corps, Costa Rica (selected from 200 applicants)

Raised $16K+ for the Leukemia & Lymphoma Society