

JESSICA ATEN NEBLETT

Business Operations Leader | Zero-to-One Launches, P&L Ownership & Multi-Site Scaling
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PROFESSIONAL SUMMARY

Business operations leader who builds companies from zero to one and scales them. Took a USD 14M property from pre-opening to profitability in 10 months and cut the investor payback projection from 10 years to 7; built the operating team from 4 to 40; and scaled a second business from 1 to 3 sites while running a 50-person organization. Twelve years spanning Marriott and IHG systems discipline and hands-on startup building across the US, Europe, Australia and Southeast Asia. Relocated from Bali to San Francisco in late 2025 after a decade of consecutive operating roles; now permanently based in the Bay Area and available immediately for an in-person or hybrid operations role where physical operations, systems and unit economics all matter.

CORE COMPETENCIES

P&L Ownership & Unit Economics | Zero-to-One & Pre-Opening | Multi-Site Expansion | Process Automation & Systems Implementation | Team Building & Talent Planning
Partnerships & Business Development | Supply Chain & Manufacturing Setup | KPI Reporting & Forecasting | Cross-Cultural Remote, Hybrid & On-Site Leadership

PROFESSIONAL EXPERIENCE

Business Manager

Mar 2025 – Oct 2025

HYGO (PT. Wild East Aura) | Bali, Indonesia

- Drove pre-launch setup for a lifestyle and performance F&B retail startup — protein bars, electrolyte sachets and sparkling drinks — taking the brand from concept to launch-ready.
- Built production and manufacturing operations from scratch, including supplier selection, production workflows and quality processes.
- Set core business strategy and the go-to-market plan, translating founder concept into an executable operating model.
- Defined the founding team structure and owned recruitment and talent planning.

Head of Operations

Jan 2024 – Feb 2025

Internship Abroad Pte. Ltd. | Remote / Hybrid — Singapore

- Tripled the operating team from 4 to 12 across remote and hybrid functions while owning global strategic planning and execution for every department.
- Delivered a platform automation program that removed manual work from the placement workflow, reaching 70% of the automation roadmap and letting the team scale volume without proportional headcount.
- Sustained a pipeline of 250+ European and Asian students at all times, at an average 2–4 months from onboarding to a locked-in internship placement.
- Built a supply side of 500+ partner companies globally through direct business development and partnership management.

Chief Operating Officer (COO)

Aug 2023 – Feb 2024

Setter Coworking & Private Offices (PT. Vitality Development Group) | Bali, Indonesia

- Scaled the business from 1 to 3 properties, personally leading 2 soft openings — site readiness, operational design, systems and staffing plans.
- Directed a 50-person organization across facilities, member experience and service delivery.
- Drove private office occupancy to 100% and coworking occupancy to 60%.
- Standardized SOPs and reporting across sites so each new property launched on a repeatable operating model rather than from scratch.

General Manager

Jan 2021 – Sep 2023

BWork Bali Coworking Space & Café (PT. Daewoong Bio Indonesia, Daewoong Global Health Care Group) | Bali, Indonesia

- Owned the full P&L for a USD 14M property from pre-opening through 2.5 years of operation.

- Reached profitability and positive ROI within 10 months of opening, improving the investor payback projection from 10 years to 7 years.
- Grew membership from 130 in the first 3 weeks to 350 at full occupancy, sustaining 120% of planned capacity with a standing waitlist of 300–400.
- Built the team from 4 to 40 employees, owning recruitment, training, performance management and the org structure behind that growth.
- Led Bali-region business and project development for the parent group, sourcing and developing new ventures.

Meetings & Events Manager (R.E.N.)

Jul 2019 – Jul 2020

Renaissance Amsterdam Hotel (Marriott International) | Amsterdam, Netherlands

- Delivered 300+ events per year, from 5–10 person all-day meetings to conferences, conventions, concerts and festivals of 1,000+ attendees.
- Supervised the in-house planning department plus an outsourced agency, and ran the department's sustainability program, under Marriott brand standards.

EARLIER EXPERIENCE

Duty Manager, The Standard Restaurant & Bar — Perth, Australia (Sep 2018 – Jan 2019) · Duty Manager, Alex Hotel — Perth, Australia (Feb 2017 – Sep 2018): ran daily front office, reservations, concierge and F&B floor operations, reporting to the General Manager.

Business Development Analyst, EZTABLE Indonesia — Jakarta (Oct 2016 – Jan 2017): hit 130% of team target for restaurant onboarding and 120% of individual sales target in Q4 2016 for a Taiwan-based reservations and OTA platform.

Food & Beverage Management Trainee, InterContinental Downtown Miami (IHG) — Miami, FL (Sep 2014 – Sep 2015): Floor Manager and Banquet Captain rotations; managed the F&B department's annual budget and forecast.

EDUCATION

Bachelor of Business Administration, International Hotel Management

Apr 2016

Stenden University of Applied Sciences | Netherlands & Indonesia

- Minor in Event Management; member of the Stenden Bali Promotion Team.

LANGUAGES

English (native proficiency) | Indonesian (native) | Dutch, Spanish, Mandarin Chinese (intermediate proficiency)

ADDITIONAL INFORMATION

Career break since October 2025 for relocation from Bali, Indonesia to San Francisco. Permanently based in the Bay Area and available to start immediately.