Mark DesBiens

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Operations leader with 20+ years across consumer products, eCommerce, healthcare, technology, and restaurants. Built teams, launched products, developed business systems, and led strategic projects as a manager and consultant.

Professional Experience

Principal Consultant

Freelance / Contract – United States · Remote

Mar 2025 – Present

- Led independent development of NAHLN-compliant laboratory messaging apps for iOS and Android. Delivered a two-month MVP and monthly contracted updates.
- Validated releases with field agents through TestFlight and Google Play testing. Collaborated in university and USDA meetings, providing technical answers and rapid fixes aligned with client's business priorities.
- Engineered an educational consumer product, including electronics, PCB design, enclosure, firmware, lighting and audio controls, and companion mobile apps.
- Managed international VoIP and customer-experience projects. Re-architected global connectivity IP PBX networks across service operations.

Global Operations Manager

Orivet Genetic Pet Care – Wellington, FL · Hybrid

Jan 2021 – Mar 2025

Built US and European operations of an Australian parent company from a basement to a merger. Led global strategy. Scaled remote and on-site teams. Directed product development. Managed logistics, commerce, and service.

- Directed operations across the U.S., Canada, UK, and EU – owned logistics / reverse logistics, hiring, training, scheduling, workflow facility design, and management of 15-20 staff and contractors. Owned U.S. P&L & worldwide MAP, COGS, and MSRP. Tracked KPIs and automated workflows (Power Query / SQL).
- Strategized with the CEO, Founder, and Advisors (2-3X weekly). Reported to Board monthly. Tracked project milestones, risks, and results in Trello/Jira.
- Developed 13 consumer products from idea development to commercialization. Negotiated horizontal partnerships and created turnkey white-box programs.
- Led retailer onboarding (Amazon, Chewy, Petco, Walmart, PetSmart, TJX) and vendor-side EDI / 3PL integrations (SPS Commerce, IBM Sterling, ShipBob WRO, and retailer-specific platforms).
- Built custom global IP PBX (voip.ms). Merged CRM systems & service locations (US, EU, UK, PH, AU)
- Led Global Customer Experience - Trained and monitored worldwide sales and service agents.
- Developed & maintained vertical corporate partnerships (Mars, Neogen, Eurofins, BioPet, and Epipaws).

- Designed, built, and attended 30+ experiences and 100+ unattended events (Sponsor - National Dog Show)
- Merged Neogen / Paw Print Genetics with Orivet - Project manager (IT, logistics, accounting, and HR). Internally prepared operations and service for anticipated 10X demand increase.

Customer Account Manager / Customer Service Technician

Technical Gas Products / O2 Safe Solutions – Wallingford, CT

Jun 2010 – Jan 2021

- Managed healthcare-facility accounts and recurring demand planning, coordinated stock, billed, and resolved operational needs with healthcare administrators.
- Administered respiratory equipment according to prescriptions; maintained and repaired life-support systems, supported emergency COVID-19 deployments, provided 24/7 on-call support across six states.
- Managed medical-gas deliveries, consumables, spare equipment, and delivery vehicle / mobile-office operations with HAZMAT compliance.

Service Technician

Genter Healthcare

Apr 2007 – Sep 2009

- Managed B2B healthcare-facility accounts, office and facilities operations, and delivery, maintenance, and administration of durable medical equipment and medical gases.

Restaurant Operations Manager

Little Stevies House of Pizza

Jan 2000 – Jan 2006

- Managed restaurant operations, staff training, inventory control, and customer service after progressing through frontline food preparation and service roles.

Co-Founder, Production & Strategy

Stargazer Visions

Jan 2000 – Jan 2002

- Co-founded independent film / videography venture. Developed business plan, investor pitch, and go-to-market strategy.
- Contributed to film production "The Big Snout," (lighting and sound design, crew management, and web development).

Customer Care Supervisor / General Manager

Rush Industries, Inc.

Jan 1998 – Jan 1999

- Led Rush Industries' conversion to eCommerce, developed database, and managed business operations (customer service, mailroom staffing, inventory, vendors, agencies, and business accounts).

Skills & Platforms

Operations & Strategy

Operations Management · Strategic Planning · Project Management · Cross-Functional Leadership · CPG Development · Commercialization · Process Improvement · Pricing Strategy · Customer Experience · SOPs · Training & Coaching

Commerce & Logistics

Amazon Seller Central · Shopify · Chewy Vendor Central · Petco · PetSmart · TJX · SPS Commerce · IBM Sterling · ShipBob WRO · EDI · 3PL · Retailer Onboarding · Supply Chain · Fulfillment

Customer & Business Systems

Zendesk · Salesforce · Jira · Trello · voip.ms · VoIP Architecture · International Call Routing

Analysis & Data

Excel (Proficient) · Spreadsheet Functions · JSON · SQL Database Interfaces · SQLite · Core Data · KPI Dashboards · Word Mail Merge · Klaviyo

Technology & Creative

Swift · Kotlin · Jetpack · Arduino IDE · Adobe Creative Cloud · Canva · AI-Integrated Research, Analysis, Development & Operational Workflows

Education

Western Governors University

BS Business Management

Expected completion: February 2027

Wesleyan University CCY

Technical Theater — Sound Engineering, Lighting Design, Set Carpentry, Stage Management

Certifications

Google Analytics

Google Ads

Search, Measurement, Performance, Shopping, Creative, Display & Video