



PROFESSIONAL JOURNEY

Experience Portfolio & Consultant Snapshot

Hannah Maland

Entrepreneur • Operations Leader • Business Strategist

Startup Development

Operations & Systems

Client Experience

Succession Planning

Real-world experience, structured thinking, and practical tools for small businesses ready to grow with intention.

CLARITY • STRUCTURE • GROWTH

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CONSULTANT SNAPSHOT

Executive Profile

Hannah Maland is an entrepreneur, business strategist, and operations professional with hands-on experience in business ownership, startup development, team leadership, client experience, and operational management.

Across her career, she has launched and operated service businesses, supported a transportation startup from concept to launch, managed a national retail grooming salon, developed repeatable systems, and built business resources designed to help owners move from overwhelm to organization.

Built from the ground up

Startup development, brand creation, pricing, client acquisition, and daily operations.

Led inside real operations

Corporate salon leadership, KPI management, team coaching, workflow improvement, and customer recovery.

Translated experience into strategy

SBS consulting frameworks built from business ownership, education, and applied systems thinking.

"Successful businesses are not built by working harder alone. They are built through clear strategy, effective systems, strong leadership, and intentional growth."

THE THROUGHLINE

Start with clarity. Build with structure. Grow with intention.

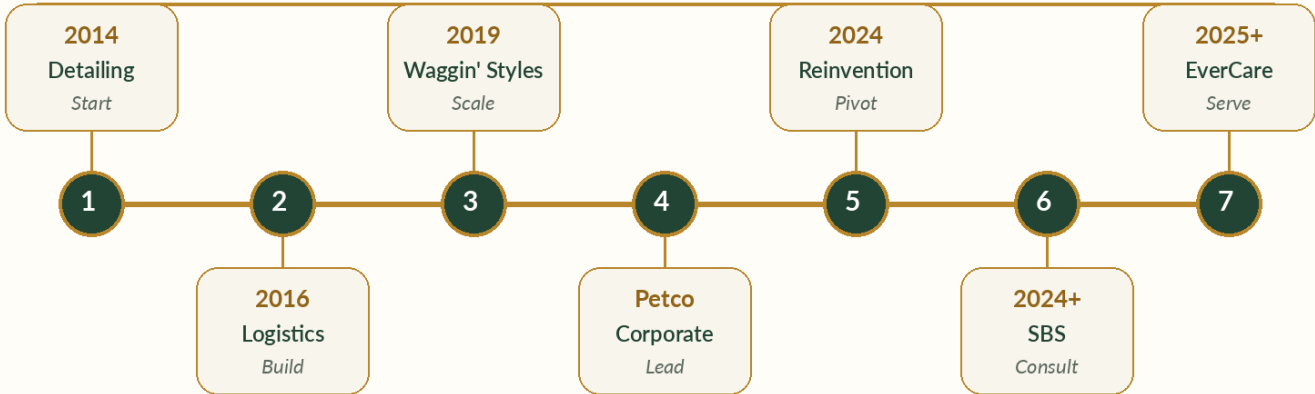


CAREER PROGRESSION

Professional Journey Map

CAREER ARC AT A GLANCE

A progression from startup operator to systems-minded consultant.



This path is best understood as a progression: first building businesses, then leading teams, then translating those lessons into structured consulting support for small business owners.

Startup Lens Knows what it feels like to begin from zero and build with limited resources.	Owner Lens Understands client management, operations, finances, reputation, and growth pressure.
Manager Lens Has led in a corporate environment with performance standards and compliance expectations.	Consultant Lens Combines real-world experience with ongoing business education and practical frameworks.

2014 TO 2016

Early Entrepreneurial Foundations

Hannah's Details Mobile Auto Detailing

Founder/Operator - Mobile Service Startup

Provided startup development and operational support for a newly launched mobile auto detailing business. Responsibilities included brand development, service design, pricing strategy, marketing implementation, customer acquisition, and day-to-day operational planning.

The project provided valuable experience in building a service-based business from concept to operation while establishing foundational systems designed to support growth and customer retention.

Skills demonstrated: Startup Development • Brand Strategy • Service Design • Customer Acquisition • Operations Planning • Client Experience

MUV Logistics

Startup Consulting - Transportation & Logistics

Provided startup consulting and business development support for a new transportation and logistics company, guiding the business from initial concept through launch and early operational implementation.

Worked closely with ownership to establish foundational structure, operational workflows, administrative systems, internal communication procedures, process documentation, and strategic planning before transitioning operations to owner-led management.

This engagement demonstrates the ability to transform an idea into an organized, operational business with scalable systems and practical workflows.

Skills demonstrated: Startup Consulting • Strategic Planning • Operations Management • Workflow Development • Process Improvement • Business Systems Design • Transportation Operations

2019 TO 2024

Founder & Owner | Waggin' Styles LLC

Founded, built, and operated a successful pet grooming and canine care business serving the Stillwater community. Hannah was responsible for all aspects of business operations, strategic growth, customer experience, marketing, and service delivery.

Waggin' Styles developed a reputation for behavioral grooming and high-needs canine care, including fearful, senior, challenging, and special-needs pets. The business became a practical laboratory for customer experience, service design, scheduling systems, policy development, staff support, and referral-driven growth.

Core Responsibilities

- Business development and strategic planning
- Operations management and workflow optimization
- Client experience design and retention strategy
- Brand development and community engagement
- Scheduling systems and administrative processes
- Team leadership, training, and quality standards
- Policy creation and implementation
- Pricing strategy and business administration
- Customer communication and service recovery
- Specialized behavioral grooming services

Business Outcomes & Practice Strengths

- Built a loyal, referral-driven client base
- Created systems to support consistency and communication
- Handled sensitive cases requiring trust and clear expectations
- Designed service standards around client and pet experience
- Strengthened owner-level skills in sustainability, retention, and operations

Consulting takeaway: real systems matter most when the business is personal, busy, and service-driven.

DURING WAGGIN' STYLES OWNERSHIP

Corporate Leadership & Salon Operations

Salon Manager | Petco Grooming Salon

Corporate Operations, Team Leadership & Customer Experience

Selected to lead a high-volume corporate grooming salon within a national retail organization while continuing specialized behavioral grooming services through Waggin' Styles when dogs were referred out due to corporate policy or handling needs.

Responsible for overseeing daily salon operations, team performance, customer experience, business performance metrics, safety standards, and operational procedures within a fast-paced corporate environment.

This role added a valuable corporate operations lens to Hannah's entrepreneurial background, including KPI management, policy compliance, team coaching, labor management, service recovery, and workflow optimization.

Skills demonstrated: Team Leadership • KPI Management • Employee Development • Workflow Optimization • Service Recovery • Corporate Operations • Process Improvement

People	Performance	Process	Experience
Coaching, onboarding, conflict resolution, employee support	Productivity, KPIs, labor management, quality standards	Scheduling, sanitation, inventory, policy compliance	Customer communication, expectations, service recovery

2024 TO PRESENT

Strategic Reinvention & Succession Planning

Career Transition & Strategic Reinvention

From full-time grooming to business strategy, systems, and consulting

Following significant health challenges that required stepping away from full-time grooming, Hannah made the strategic decision to transition her career toward business strategy, operations, and consulting.

Drawing on years of firsthand experience as a business owner, team leader, and entrepreneur, she redirected her expertise toward helping small business owners build stronger systems, improve operations, and create sustainable growth.

This transition became a deliberate professional pivot: applying real operational experience, ongoing education, and business-building knowledge to support entrepreneurs in a practical, grounded way.

Skills demonstrated: Adaptability • Strategic Reinvention • Business Development • Operations Insight • Resilience

Business Transition & Succession Planning | Waggin' Styles LLC

Mentorship, continuity planning, and ownership transition

Currently leading the strategic transition and succession planning process for Waggin' Styles LLC by training and mentoring the future operator of the business.

Developed a phased transition plan designed to preserve the company's reputation, client relationships, operational standards, and service quality while preparing the business for sustainable owner-led operations.

As part of the transition agreement, Hannah will retain a minority ownership interest while continuing to provide strategic guidance and operational support as needed.

Skills demonstrated: Succession Planning • Leadership Development • Mentorship • Change Management • Business Continuity • Knowledge Transfer

FOUNDER & LEAD CONSULTANT

Stillwater Business Strategy

Founded Stillwater Business Strategy to provide practical, experience-based consulting services for entrepreneurs and small business owners seeking greater clarity, structure, and sustainable growth.

The consulting practice is built around a simple but powerful belief: business owners do not need more noise. They need clear priorities, better systems, stronger client experiences, and practical next steps they can actually use.

Strategy Business planning, service development, positioning, priorities	Operations Workflow design, process improvement, documentation, systems
Startup Support Launch planning, offer clarity, admin structure, client flow	Client Experience Communication, service standards, retention, customer journey
Resources Planning binders, templates, audits, tools, educational content	Team Support Role clarity, workflow alignment, training structure, accountability

SBS exists to help owners simplify, organize, and build businesses designed for long-term success.

COMMUNITY LEADERSHIP & PROGRAM DEVELOPMENT

EverCare Animal Assistance Initiative

Founded and leads a community-driven animal assistance initiative dedicated to helping pets receive essential veterinary care during times of financial hardship. The initiative currently operates as a volunteer-led community effort while long-term nonprofit programming and infrastructure are developed.

Recognizing the need for emergency veterinary support, Hannah coordinates donor support by directing financial assistance directly to participating veterinary clinics on behalf of pets and their families. This structure supports transparency, accountability, and practical access to care.

Program Focus

- Donor coordination and stewardship
- Community outreach and relationship building
- Veterinary assistance advocacy
- Resource development and program planning
- Volunteer and foster network development
- Community education and support initiatives

Leadership Skills Demonstrated

- Program development
- Community leadership
- Partnership development
- Resource management
- Mission-driven planning
- Transparency and accountability systems

Consulting takeaway: meaningful missions still require structure, communication, accountability, and systems.

FORMAL STUDY + APPLIED EXPERIENCE

Education, Certifications & Professional Development

CREDENTIALS & CONTINUED DEVELOPMENT

Formal study layered onto lived business experience.

Hannah has intentionally dedicated the past several years to expanding her knowledge in business strategy, operations, leadership, project management, finance, data, marketing, entrepreneurship, and process improvement. Her professional development reflects a deliberate transition: combining years of hands-on entrepreneurial experience with structured education and recognized training to provide stronger, more informed support to entrepreneurs and small business owners.

Degree Path		Certifications & Specialized Training	
- Bachelor of Business Administration - In Progress at Western Governors University - Future academic goal: graduate-level business study through Oklahoma State University		- Google Project Management Professional Certificate - Iv San Bernard Skin & Coat Therapist Certification	
Operations	Finance	Data	Leadership
Penn Operations Management, process management, workflow improvement	Corporate finance, accounting, financial analysis, Excel	Google data analytics courses and data-driven decision-making	Human capital, active listening, validation, team development

UNIVERSITY, GOOGLE, COURSERA, LINKEDIN, SOPHIA

Coursework & Professional Training

University of Pennsylvania • Introduction to Operations Management • Introduction to Corporate Finance • Introduction to Financial Accounting • Introduction to Marketing • Managing Social and Human Capital	Google & Google Cloud • Digital Transformation with Google Cloud • Foundations: Data, Data, Everywhere • Ask Questions to Make Data-Driven Decisions • Prepare Data for Exploration • Process Data from Dirty to Clean
Google Project Management Certificate • Foundations of Project Management • Project Initiation: Starting a Successful Project • Project Planning: Putting It All Together • Project Execution: Running the Project • Agile Project Management • Capstone: Applying Project Management in the Real World	Coursera & Business Analysis • Business Analysis & Process Management • Financial Analysis: Portfolios, Risks & Strategic Decisions • Using Basic Formulas and Functions in Microsoft Excel
LinkedIn Learning • How to Perform Business Analysis in a Virtual Environment • Active Listening: The Secret to Effective Communication • Building Better Relationships through Listening and Validation • Entrepreneurship: Finding and Testing Your Business Idea • Guy Kawasaki on Entrepreneurship • Creating a Business Plan	Sophia Learning & Undergraduate Coursework • Business Law • Introduction to Business • Principles of Management • Principles of Marketing • Project Management • Introduction to Sociology • U.S. History I • Health, Fitness, and Wellness • Financial Accounting • Human Biology

WHERE EXPERIENCE BECOMES CLIENT VALUE

Areas of Expertise & Consulting Focus

CONSULTING LENS

The skills behind the support, strategy, and systems.



Strategic Planning	Operations Management	Workflow & Process Improvement	Project Management
Marketing & Brand Strategy	Entrepreneurship & Startup Development	Organizational Leadership	Customer Experience Optimization
Business Systems Design	Financial Literacy for Small Businesses	Data Analysis & Decision-Making	Business Analysis
Team Workflow Support	Service-Based Business Growth	Succession Planning	Community Program Development

For the past several years, Hannah has intentionally immersed herself in the study of business operations, entrepreneurship, organizational strategy, and leadership with one goal: to combine formal education with real-world experience in order to provide practical, effective guidance to fellow business owners.

This commitment to continuous improvement ensures that clients benefit from both firsthand entrepreneurial experience and current business best practices.

A PRACTICAL, LIVED-EXPERIENCE CONSULTING LENS

Why This Journey Matters to Clients

Small business owners are often not looking for abstract theory. They are looking for someone who understands the daily pressure of running the business, serving the customer, managing the team, fixing the workflow, and deciding what comes next.

Hannah's background gives SBS a distinct advantage: her recommendations are shaped by real operational experience and strengthened through formal business study. She understands the owner's chair, the manager's chair, and the messy middle where most small businesses need support.

Relatable Startup Guidance She has started from zero and understands the fear, uncertainty, and decision fatigue of early-stage business building.	Service Business Experience She has managed clients, pricing, scheduling, service delivery, policies, reputation, and retention firsthand.
Operational Thinking She looks for the systems underneath the symptoms, then turns chaos into repeatable structure.	People-Centered Leadership Her experience includes coaching staff, managing customer expectations, and creating clearer communication.
Mission-Driven Initiative EverCare demonstrates community leadership, donor coordination, transparency, and long-term program planning.	Education + Experience Her coursework adds current frameworks to a foundation built through practical business ownership.



Clarity • Structure • Growth

A portfolio of applied experience, ongoing education, and practical strategy for business owners ready to build with intention.

Stillwater Business Strategy

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Founder & Lead Consultant: Hannah Maland

YOUR BUSINESS. CLEARER SYSTEMS. STRONGER GROWTH.