



# Operator Profile Prep Guide

How to submit a stronger profile, protect confidentiality where needed, and give PairOps the raw material to shape your experience into a sharper market-facing story.

## WHAT MAKES A STRONG PROFILE

The strongest profiles do three things at once. They make your operating background easy to understand, they show where you are most useful, and they give PairOps enough substance to shape your profile with confidence.

- Lead with real operating scope, not generic responsibilities.
- Show where you have worked in complexity, pressure, or transition.
- Use concrete outcomes wherever possible: yield, margin, scale, cost, launches, compliance recovery, team size, footprint, or turnaround results.
- Keep your positioning tight. A sharp operator profile is easier to match than a broad one.

### STRONG FRAMING

Cannabis COO specializing in cultivation scale-up, turnaround, and post-acquisition integration.

### WEAK FRAMING

Experienced leader with a diverse background in operations, strategy, and management.

## WHAT CLIENTS RESPOND TO MOST

- **Specific pattern recognition.** Clients want to know what situations you are built for.
- **Evidence of execution.** The strongest entries show what changed because you were there.
- **Context.** Board-facing, lender-controlled, founder-led, distressed, launch-phase, post-acquisition, and multi-site experience all matter.
- **Signal quality.** A thoughtful headline, clean headshot, and concise bio make a profile feel more credible immediately.

### BEST PRACTICE

Think in terms of relevance, not completeness. You do not need to include everything you have ever done. Highlight the chapters that most clearly explain where you can create value now.

### WRITING EXPERIENCE ENTRIES

Use 2 to 3 sentences on scope, then add one measurable result if you have it. This gives PairOps enough raw material to sharpen the entry later.

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## VISIBILITY AND CONFIDENTIALITY

PairOps supports both public visibility and controlled introductions. Not every operator needs the same level of exposure. That is part of the model, not a problem to work around.

Setting	What it means	When it fits
Public profile	Your profile is listed on the site with approved elements visible.	Operators who want discoverability and are comfortable being market-facing.
Public with limited details	A tighter public profile with less detail shown.	You want visibility but tighter control over background detail or current role context.
Confidential only	You are not publicly listed. PairOps may introduce you privately to qualified opportunities if you approve.	Currently employed, sensitive transitions, or anyone who prefers discretion.

### CONFIDENTIALITY NOTE

If you are currently employed or navigating a sensitive situation, say so. PairOps handles profiles privately and keeps employer details, availability, compensation, and other sensitive information internal. Submitting confidentially does not weaken your profile. It simply changes how PairOps presents you.

## WHAT TO INCLUDE UP FRONT

- A current LinkedIn URL
- A clear professional headline
- A concise bio that reflects what you actually do best (100 to 200 words)
- At least one strong experience entry with scope and result
- A headshot if you are open to being market-facing

## HOW PAIROPS SHAPES PROFILES

Your application is the raw material. It is not the finished public profile. PairOps reviews submissions, identifies the strongest positioning, and shapes the profile with editorial judgment before anything goes live.

- Headlines are tightened so your fit is easier to understand quickly.
- Bios are edited for clarity, focus, and credibility.
- PairOps selects which experience entries should lead.
- The team decides what belongs on a public profile and what should stay internal.
- Private introductions remain an option even when a public profile is not the right fit.

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## HOW TO MAKE YOUR SUBMISSION STRONGER

- 1 Be specific about scope.**  
Do not rely on generic leadership language. Note the type of environment you ran, the size of the operation, and the business conditions around it.
- 2 Show the result.**  
Whenever possible, include one measurable outcome. Even a directional result is better than none.
- 3 Prioritize relevance.**  
The best profile is not the longest one. It is the one that makes your strongest use cases obvious.
- 4 Protect what should stay private.**  
Use the visibility and confidentiality options intentionally. This is built into the model for a reason.

## AFTER SUBMISSION

- PairOps typically reviews submissions within 5 business days.
- Profiles may be approved for public listing, limited public visibility, or private introduction only.
- If updates are needed later, operators should submit changes for review rather than editing live profiles directly.
- The goal is profile quality, not speed for its own sake.

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## CHECKLIST BEFORE YOU SUBMIT

- My headline clearly states what I do best.
- My bio is focused and readable.
- I included at least one strong experience entry.
- I selected the right visibility level for my situation.
- I provided enough substance for PairOps to shape the profile well.

The application does not need to read like a polished resume. It should give PairOps clean, credible raw material: what you have led, where you are strongest, what conditions you have operated in, and how visible you want to be.