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THE OPERATOR'S ARC

Nine years as co-founder and COO scaling **Gold Rush Energy Solutions** to \$30M+ annual revenue, a 70-rep national sales channel, and 40 MW installed exited 2024. Co-built **ShimmerWorks**, a vertical SaaS for the solar industry, and sold it — the buyer runs it today as BriteBuild. Now founder and owner-operator of **Strategy Labs AI**, running business development and delivery for an AI-native consulting firm. Board vice president who co-led a **\$1.39M community acquisition**. I build the machine, run the machine, and unusually for an operator write the software the machine runs on.

TRACK RECORD

\$30M+

PEAK ANNUAL
REVENUE

\$130M

LIFETIME SALES

70

OUTSIDE REPS
BUILT

40 MW

INSTALLED
CAPACITY

2

EXITS EPC &
SAAS

\$1.39M

CAPITAL DEPLOYED,
BOARD

EXPERIENCE

Founder & Owner-Operator • Strategy Labs AI, LLC

2024 • Present

AI-native technology consulting • strategylabs.io

• Own the full P&L of a consulting practice positioning, business development, engagement scoping, pricing, delivery, and client relationships.

• Founder-led sales from a standing start: landed and delivered the firm's flagship enterprise engagement (ShimmerWorks the build the buyer now runs as BriteBuild) and productized the AI practice around agent systems and on-prem inference.

• Published the firm's market-facing thought leadership the 2025 2026 on-prem AI hardware guide and interactive budget tool as demand-generation assets.

Co-Founder & Engineer • ShimmerWorks

2025 • acquired

Multi-tenant SaaS for solar EPCs and contractors acquired, now operated as BriteBuild

• Conceived, built, and **sold a vertical SaaS** CRM, quoting, pricing, financing, contracts, scheduling, and contractor operations for the solar industry informed by nine years of running the exact business it serves.

• Took it from a thin solar-potential calculator to a platform serving EPCs, contractors, and homeowners in 14 months, solo the product-judgment half of the story is that every feature mapped to a real operating pain I'd lived.

Co-Founder & Chief Operating Officer Â Gold Rush Energy Solutions2015 â€ 2024 Â exited

Residential & commercial solar EPC Â Sacramento, CA

â€Co-founded and led operations from zero through scale to **\$30M+ annual revenue** (\$18M average) and recognition as the **49th largest solar installer in California**. Exited 2024.

â€**Business development:** built the go-to-market from inception â€ 70 outside reps, a national dealer network, and channel partnerships that drove **\$130M+ in lifetime sales**.

â€**Operations:** directed 40+ MW of installations end to end â€ feasibility, permitting, transformer sizing, NEM aggregation, procurement, and just-in-time inventory across residential and commercial portfolios.

â€**Systems leverage:** personally engineered the company's operating stack â€ Salesforce â Google Workspace â DocuSign â QuickBooks integrations, SOQL-backed internal tools, automated document generation â€ replacing headcount with software years before "AI-native" was a term.

â€Four-year "Best Solar Company" winner; Chamber of Commerce Startup of the Year (2018) and Small Business of the Year (2019); CALSSA President's Circle.

Vice President & Secretary, Board of Directors Â Placerville Food Co-op2024 â€ Present

2,524 member-owners Â Placerville, CA

â€Co-led the **\$1.39M acquisition of the co-op's longtime building** (April 2026) â€ deal structuring and long-term financing through River Valley Community Bank and the Local Enterprise Assistance Fund.

â€Helped raise **\$155K+ net in months** through a member-driven capital campaign covering down payment, closing, and a new roof â€ adding 76 new member-owners along the way.

â€Corporate Secretary: governance discipline, board minutes, and financial review for a seven-figure community institution.

OPERATING RANGE	
OPERATIONS	Multi-crew field operations, permitting & AHJ processes, utility interconnection (NEM aggregation, transformer sizing), procurement, just-in-time inventory, workforce scaling
BUSINESS DEVELOPMENT	Channel & dealer-network construction, founder-led enterprise sales, engagement scoping & pricing, brand building (4Ã market-choice awards), industry association leadership (CALSSA President's Circle)
CAPITAL & GOVERNANCE	Acquisition financing (bank + CDFI), member capital campaigns, board governance as officer & secretary, two company exits (EPC 2024, SaaS 2026)
SYSTEMS LEVERAGE	The rare operator who ships production software â€ full-stack engineer behind ShimmerWorks (now BriteBuild); AI agent orchestration & on-prem inference at Strategy Labs. Ops problems get software solutions, not headcount.

RECOGNITION & CERTIFICATIONS	
California State Contractor (CSLB Lic# 99454SP) Â Tesla Battery & Roof Certified Â Enphase Certified Â CALSSA President's Circle	â€
Chamber of Commerce â€ Startup of the Year	2018
Chamber of Commerce â€ Small Business of the Year	2019
"Best Solar Company in Area" â€ four consecutive years	2019 â€ 2022