

# Joshua Monge

*Fractional COO | Entrepreneur | Economic Development Leader*

Joshua Monge is a business builder at heart. With over two decades of experience spanning industries like food & beverage, finance, manufacturing, marketing, and economic development, he brings a rare blend of strategic insight and hands-on operational expertise. His career has always revolved around one central mission: helping small business owners build systems that work—so they can focus on what really matters.

Today, Joshua works as a Fractional COO, partnering with service-based companies earning between $500K and $5 million in revenue. He's known for helping founders step out of the day-to-day grind by designing scalable systems, documenting processes, and implementing sustainable change. His work is particularly impactful for fast-growing businesses that need structure without sacrificing momentum.

Joshua's entrepreneurial journey began with Waymaker SEO, a transparent, collaborative digital marketing agency that quickly grew into a six-figure business. The secret to its success wasn't just smart marketing—it was solid operations. Encouraged by a colleague who recognized his knack for systems thinking, Joshua leaned into Fractional COO work, officially launching **Think Adapt Build** in 2021. What started as a shift in service offering soon became his primary focus: helping other founders achieve operational clarity and freedom.

Before launching his own ventures, Joshua served as the Director of Economic Development for the Eugene Area Chamber of Commerce. There, he led efforts that resulted in more than $3 million in economic activity and 600 new jobs. He also supported over 100 local businesses and helped preserve 80 jobs through targeted initiatives—demonstrating his commitment to community as much as commerce.

Joshua's work doesn't stop at operations. Through **Bizbotweb**, his latest venture, he helps small businesses take control of their digital marketing by building systems they can own and operate independently. It's a natural evolution of his belief that with the right tools and support,

business owners can grow confidently without relying on opaque agency models or inefficient processes.

Beyond the boardroom, Joshua is a thoughtful leader who values clarity, consistency, and collaboration. He's a founding member of the Fractional Executive Collective and has contributed to thought leadership on operational strategy through published work and peer mentorship.

He holds a Bachelor's degree in Economics, which continues to shape his systems-oriented approach to business. When he's not building processes or mentoring CEOs, you'll find him in the garden, experimenting in the kitchen, or enjoying game nights with friends and family.