

TJ WARE

Founder | CEO | Fractional Executive | Strategic Growth Operator

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EXECUTIVE PROFILE

Visionary founder and operator with a track record of building, scaling, and leading companies across insurance, construction, data, media, and technology. Known for high-conviction leadership, strategic team building, strong B2B sales performance, and the ability to turn complex ideas into revenue-producing businesses. Seeking a CEO, founder-led operating, or fractional executive role where growth, dealmaking, market positioning, and execution matter.

CORE STRENGTHS

- Founder-led strategy and execution
- CEO / fractional executive leadership
- Bootstrapping and scaling companies
- B2B sales, closing, and partnerships
- Brand, media, and market positioning
- Technology, software, and product strategy
- Operational design and SOP development
- Strategic hiring and team building
- Construction, insurance, and field operations
- Public policy, lobbying, and advocacy

LICENSES & CREDENTIALS

- Licensed Public Insurance Adjuster
- Licensed Electrician
- Instrument-Rated Private Pilot
- General Contracting / Roofing Operations
- Culture Index knowledgeable; EOS familiar

BOARD & ADVISORY

- American Adjuster Association - Board Member
- American Policyholder Association - Board Advisor
- APFIC - Board Member / Policy Advisor
- BESTWA - Board of Advisors
- North Texas Special Needs Assistance Partners - Board Advisor
- USDR - Incident commander

SELECT EXECUTIVE HIGHLIGHTS

- Built more than a dozen companies across insurance adjusting, construction, media, data, estimating, and service businesses.
- Bootstrapped multiple ventures from zero to multi-state or national reach, including businesses operating in highly regulated and operationally complex markets.
- Generated and influenced over \$10M in annual B2B sales through relationship-driven selling, strategic positioning, and high-close execution.
- Led mergers, software and data development initiatives, and cross-functional teams spanning field operations, sales, marketing, and product execution.
- Known as a media-savvy operator able to combine personal brand, video, messaging, and direct response marketing to accelerate growth.

PROFESSIONAL EXPERIENCE

Founder & CEO | NTS ID LLC / Name That Shingle | 2021-2025

- Founded and lead a data and technology company focused on product identification, industry data assets, and software-enabled solutions for roofing and related markets.
- Directed product strategy, market positioning, sales development, and team coordination across technical and commercial functions.

Founder & CEO | Paradise Claims | 2021-Present

- Built a licensed public insurance adjusting firm serving policyholders in multiple states with a focus on large-loss strategy, claims advocacy, and business development.
- Established systems, branding, recruiting, and operational workflows while driving growth through partnerships, sales, and media presence.

Founder / Owner | Roofing, Electrical, and General Contracting Ventures | 2018-Present

- Launched and operated contracting businesses spanning roofing, electrical, fencing, flooring, and general construction services.
- Oversaw estimating, field operations, vendor coordination, pricing, sales, and customer delivery in competitive service markets.

Founder / Operator | Photography, Pet Services, Flooring & Fencing Businesses | 2005-2015

- Started and ran multiple small businesses, building firsthand expertise in branding, sales, operations, client management, and local-market execution.
- Developed a repeatable founder skill set centered on starting fast,

selling quickly, and building practical systems from scratch.

EDUCATION

- The Art Institute - Media / Visual Arts
- Tarrant County College
- LeTourneau University
- Palm Beach State College
- Commercial Aviation studies

PUBLIC SERVICE, ADVOCACY & EARLY CAREER

Policy Advisor / Lobbyist | APFIC and Related Advocacy Roles | Recent Years

- Advised on insurance policy, regulatory strategy, and legislative advocacy in Washington, D.C. and other jurisdictions.
- Supported board-level and stakeholder initiatives tied to fair insurance claims practices and policyholder rights.

Clerk | U.S. Department of Justice / U.S. Attorney's Office | 2001-2002

- Served in a clerical support role within the U.S. Attorney's Office in Fort Worth, Texas, gaining early exposure to legal process, professionalism, and federal operations.

Aviation Supply Specialist | United States Marine Corps | 2002-2005

- Worked in aviation supply, logistics, and support operations; received a meritorious promotion and deployed in 2004 in support of Operation Iraqi Freedom.
- Built discipline, operational rigor, and leadership foundations that carried into later entrepreneurial and executive work.

Additional background includes media hosting, video production, software and developer team coordination, construction estimating, mergers, strategic partnerships, and culture-building inside founder-led organizations.