

DANNY KIM YOON

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PROFILE

Operations has been the backbone of my career: a decade in tech from data analyst to product manager, COO of a small San Francisco business, and founder of a San Francisco reentry-technology nonprofit, where I hired and supervised a six-person team, administered \$600K in grant funding, and wrote the SOPs and tracking systems the whole organization ran on. I have led an organization end to end, and what I learned is that I do my best work in the support seat — the person who keeps things running, documents everything, and sets the team up for success. Proficient in Google Workspace, Microsoft Office with advanced Excel, Salesforce, Airtable, Asana, and QuickBooks Online. Based in Richmond, CA.

EXPERIENCE

Operations Consultant, Big Bow Aug 2026 — Present

- Consult for a firm serving small independent businesses: process audits, workflow design and documentation, and CRM and pipeline builds.

CEO & Founder, Dignifi Collective May 2024 — Present
San Francisco, CA

- Hired, trained, and supervised a six-person team: weekly one-on-ones, quarterly performance reviews, professional development plans, and performance management through to documented, difficult exits.
- Administered \$600K in funding — institutional grants plus two contracts with Alameda County Probation — handling compliance with every funding agreement, monthly and quarterly funder reports, invoicing, and a presentation on the funding's impact to the county's Community Corrections Partnership Executive Committee.
- Launched and managed a 10-participant pilot cohort of returning citizens: intake and assessment, ongoing one-on-one support, and referrals to direct-service partners; tracked program data to refine the program.
- Built a 700+ listing resource directory and personally onboarded all 10 partner organizations; conducted 100+ one-on-one field conversations at San Quentin.
- Wrote the standard operating procedures, work plans, and training materials the team ran on; ran finance operations end to end — bookkeeping and monthly closes in QuickBooks Online, AP and e-payments in BILL.com and Stripe, and the organization's 990s.

Justice System & Reentry Experience Nov 2018 — 2024

- Five years incarcerated (Nov 2018 — 2023). This lived experience is the foundation of my work; off parole, and cleared back into several California prisons for programming and field work.
- Facilitated RSVP (Resolve to Stop the Violence Project) workshops at the San Francisco County Jail for nearly the entire five years — group facilitation grounded in CBT and de-escalation.
- Completed college coursework while incarcerated; completed CROP Organization's program (2024), and CROP became Dignifi's first institutional funder (\$500K seed).

Chief Operating Officer, Rio Mobility May 2018 — Nov 2018
San Francisco, CA

- Ran office and administrative operations end to end for an assistive-mobility hardware company — phones, invoicing, AP/AR, shipping and receiving, vendor relations, and the software stack; supervised the lead technician; two of the most profitable months in the company's 10-year history.

ApartmentList Dec 2013 — Apr 2018
San Francisco, CA

Associate Product Manager Feb 2016 — Apr 2018

- Shipped a lead-scoring product that increased conversion 30%, coordinating rollout across data, engineering, design, sales, and operations; documented procedures as a core practice.

Data Analyst → Senior Data Analyst → Operations Associate → Growth Associate Dec 2013 — Feb 2016

- Onboarded 6,500 partner accounts; turned an eight-hour-a-day manual process into a 30-minute morning workflow through automation and immaculate documentation; supervised three data-entry specialists and wrote the training materials that lifted team efficiency 300% year over year.

VOLUNTEER

- Ministry Assistant, As In Heaven — ministry serving North Korean defectors: organizing, planning, and logistics (Jun 2024 — Jun 2025).

EDUCATION

University of California, Berkeley	Integrative Biology coursework	2008–2010
Foothill College	Computer Science coursework	2015–16
CROP Organization, Oakland	Product Design & Management	2024