

Douglas McComb

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Summary

Collaborative, adaptable leader with extensive experience managing multi-site teams, budgets, and logistics in dynamic, high-volume, customer-facing environments. Proven record of full P&L ownership with sustained EBITDA performance driven by disciplined cost control, labor optimization, and KPI-led decision-making. Strong communicator with hands-on leadership experience balancing guest experience, operational excellence, site-level regulatory compliance, and commercial performance across complex, multi-location operations.

Skills

- Leadership & People Management: coaching, conflict resolution, cross-functional collaboration, public speaking.
- Operations & Financial Management: asset management, budget control, vendor management, facility management, process improvement, operational efficiency.
- Technology & Tools: Productivity (Microsoft Office – advanced Excel, Google Workspace), Web & SEO (WordPress, Ahrefs, SpyFu, Google Analytics), AI (n8n, LLM-assisted workflow design), Financial (QuickBooks), Design (Adobe Suite).

Work Experience

GENERAL MANAGER | *Sea Life* | April 2026 - Present

Lead site-level operations for a high-traffic, year-round indoor attraction, aligning team performance and operational execution to support consistent guest delivery in a tourism-driven environment.

- Developed team-facing standards for guest interaction that link education, enthusiasm, and product awareness to improved uptake of memberships, premium experiences, and retail offerings.
- Implemented a guest engagement-driven sales model, coaching staff on interpretive interactions, customer discovery, benefit framing, and consistent sales execution to support performance across the full product portfolio.

OWNER & GENERAL MANAGER | *Fish Geeks LLC* | December 2010 – Present

Bootstrapped and scaled a niche service business, showcasing executive capability through multi-site leadership, project management, P&L ownership, and client relationship development.

- Delivered \$15K peak monthly revenue at 55% net margin.
- Spearhead marketing strategy, integrating web development, SEO, and analytics-driven tactics to reduce advertising costs by over 90% while increasing online visibility and conversion rates.
- Deliver complex residential and commercial installations with full project lifecycle ownership, including budgeting, stakeholder coordination, and cross-functional execution with contractors, designers, and architects.

DISTRICT MANAGER | *Fish Geeks LLC* | February 2012 – February 2018

Managed regional operations for the commercial services division of [Fish Geeks LLC](#), leading hiring, training, and development for a five-person team with regional P&L responsibility, sustained positive EBITDA performance, and delivery of contracted services across high-visitor-volume, customer-facing Cabela's retail locations.

- Negotiated \$100K annual contract to curate 100,000 gallons of aquatic exhibits across three Cabela's retail locations.
- Instituted SOPs across multi-site operations to standardize workflows, reduce labor costs, and ensure SLA adherence.

AQUARIST/ZOOKEEPER | *Minnesota Zoo* | November 2006 – November 2011

Provided daily care for aquatic organisms within over one million gallons of closed aquatic recirculating systems and exhibits.

- Partnered cross-functionally with leadership, facilities, life support, and engineering to deliver guest-facing exhibits.
- Interviewed, onboarded, and supervised interns, developing them into entry-level Aquarists.

Education

- Bachelor of Science in Biological Science | University of Minnesota – Twin Cities