

ALEX METSON

EXECUTIVE OPERATOR | BUSINESS TRANSFORMATION LEADER | FOUNDER

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EXECUTIVE PROFILE |

Executive operator and business transformation leader with more than 30 years of experience across technology, operations, sales, financial stewardship, and organizational leadership. Former CEO with a record of stabilizing challenged organizations, returning operations to profitability, leading through regulatory and market disruption, and translating complex business needs into practical systems and accountable execution.

Founder of NorthStar Fractional Management Group, helping owner-led businesses strengthen operations, improve workflows, clarify reporting, reduce owner dependency, and apply technology and AI in practical ways. Brings the perspective of an owner, executive, technical leader, consultative seller, and trusted advisor who has carried responsibility for employees, customers, payroll, growth, restructuring, and difficult decisions.

LEADERSHIP EXPERTISE |

Business Transformation	Operations Management	Executive Leadership
Business Strategy	Process Improvement	Crisis & Change Leadership
Technology & AI Strategy	Sales & Client Development	KPI & Reporting Systems

PROFESSIONAL EXPERIENCE |

NorthStar Fractional Management Group

Founder & Team Principal | June 2025 - Present | Orange County, California

Founded NorthStar to help owner-led businesses with fewer than 100 employees resolve the operational, management, and systems issues that limit performance, scalability, and owner freedom.

- Developed NorthStar's Architect + General Contractor model: assess the business, design the operating blueprint, coordinate the right specialists, implement practical solutions, and optimize results.
- Advise owners and leadership teams on operational priorities, accountability, workflows, reporting, technology, and organizational structure.
- Deliver fractional management support, Business Operations Reviews, KPI structures, process documentation, workflow improvement, and implementation coordination.
- Integrate practical AI, automation, custom business portals, dashboards, and executive-support resources around real operating needs.
- Built the NorthStar brand, service architecture, operating methodology, website, and market-launch strategy.

Career Transition & NorthStar Development

Intentional Career Break | November 2024 - June 2025

Took an intentional period for travel, reflection, and professional renewal after decades of continuous leadership, then began shaping the philosophy and foundation that became NorthStar.

EXECUTIVE LEADERSHIP EXPERIENCE |

Kings Credit Services

President & Chief Executive Officer | September 2019 - November 2024 | Hanford, California

Recruited by the Board to lead a 92-year-old California financial-services company serving more than 700 healthcare providers, commercial businesses, and government agencies through a period of crisis, industry disruption, and strategic transition.

- Inherited an organization facing an approximately \$750K EBITDA loss, senior-leadership legal disputes, and a deeply fractured culture; realigned operations and returned the company to profitability within the first 90 days.
- Led the organization through COVID-19 disruption, including an 80% workforce furlough, rapidly changing operating conditions, and significant revenue pressure.
- Directed compliance and operational adaptation for CFPB Regulation F and evolving federal and state consumer-protection requirements.
- Strengthened governance, accountability, financial oversight, and communication across the Board, leadership team, employees, clients, and professional advisors.
- Guided strategic analysis and the structured closure process while protecting fiduciary responsibilities to ESOP participants and other stakeholders.

AltaPacific, Inc.

President & Chief Executive Officer; Lead Technical Sales Engineer | February 1996 - September 2019 | Fresno, California

Led a national technology-solutions integrator delivering networking, software development, cybersecurity, communications, and infrastructure solutions across healthcare, finance, education, government, and small-to-midsized business markets.

- Progressed from lead Technical Sales Engineer to President and CEO, combining technical solution design, consultative selling, executive leadership, and operational management.
- Designed and closed complex technology solutions addressing infrastructure resilience, security, workflow, communications, and competitive-performance challenges.
- Directed cross-functional delivery of enterprise networking, EHR integrations, data-center builds, cybersecurity implementations, software projects, and telecommunications deployments.
- Led and integrated two strategic acquisitions, expanding technical capabilities and adding approximately 2,500 customer relationships.
- Managed company strategy, financial performance, key accounts, vendor relationships, R&D initiatives, contract negotiations, and solution innovation.
- Built long-term client relationships through a practical, service-led approach that connected technology investments to measurable business needs.

SELECTED LEADERSHIP IMPACT |

30+ YEARS

Executive, operating, technical, and client leadership

100+ BUSINESSES

Supported across multiple industries and operating environments

TWO ACQUISITIONS

Led integration of capabilities, systems, and customer relationships

EARLIER CAREER |**SubSea Offshore Ltd**

Operations Controller; formerly Submersibles Engineer and ROV Pilot/Technician | June 1988 - June 1995 | Aberdeen, Scotland

Progressed through increasingly responsible technical and operating roles supporting complex offshore oil-and-gas exploration campaigns across the UK North Sea and international locations.

- Coordinated safe, efficient 24/7 remotely operated vehicle operations aboard dynamically positioned vessels, working closely with multidisciplinary engineering and vessel crews.
- Managed mobilization and demobilization, subsea tooling deployments, inspections, seabed surveys, and real-time support for drill-rig and intervention activities.
- Supported campaigns for organizations including BP, Texaco, Premier Oil & Gas, Saipem, Occidental, and Sovereign Oil & Gas in high-pressure environments demanding sound judgment and disciplined execution.

EDUCATION |**California State University, Fresno**

Bachelor of Science, Management Information Systems | 1991 - 1993

Cuesta College

Associate of Science, Computer Science | 1986 - 1988

BOARD & ADVISORY VALUE |

- Board-facing executive experience spanning governance, fiduciary responsibility, strategic analysis, financial oversight, organizational risk, and stakeholder communication.
- Practical operating perspective developed through business ownership, executive leadership, turnaround management, acquisitions, restructuring, and company transition.
- Ability to connect strategy with execution by clarifying priorities, establishing accountability, improving reporting, and coordinating specialized resources.

INDUSTRY EXPERIENCE |

Technology Services | Financial Services | Healthcare | Education | Government | Professional Services | Contractors & Specialty Trades | Offshore Energy

PROFESSIONAL FOCUS |

Fractional Management | Business Operations Reviews | Business Architecture | Operational Excellence | Business Transformation | Process Improvement | Technology Strategy | Artificial Intelligence Strategy | Workflow Automation | KPI & Reporting Systems | Strategic Implementation | Board & Executive Advisory

LEADERSHIP PHILOSOPHY |

Strong businesses are intentionally designed. The most effective leaders create clarity, build accountability, connect people with practical systems, and turn strategy into consistent execution. My role is to help organizations identify what is not working, design a practical path forward, and coordinate the people, tools, and implementation needed to produce real results.