

Jacob Hokanson

Builder · Operator · ICF-Credentialed Coach

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PROFILE

This year I designed, coded, and shipped CoachTide, a commercial practice-management SaaS, working alone with AI-assisted tooling. Somewhere between the first database schema and the private beta, a lifelong pattern finally got its name: I am happiest when I am building something concrete with a finish line on it. Deliverables are my drug of choice.

Once I saw it, my own history read differently. The remote camps feeding 500 oil and gas workers were a build: systems, staffing, and logistics stood up in hard places. The restaurant I owned for fifteen years was a build that had to keep working every single day. So were the nonprofit's paper books turned into clean cloud accounting, and the coaching practice assembled from zero, credential and software included. Different materials, same act.

I bring people with me too. I am an ICF-credentialed coach and a trained facilitator, and the teams I run tend to stay: my restaurant kept staff seven to fifteen years in an industry that measures tenure in months. What I want now is a team with more finish lines than finishers.

RECENTLY SHIPPED

CoachTide (2026)	Commercial practice-management SaaS for independent coaches, in private beta. Grew out of the CRM I built to run my own practice: pipeline, session prep and capture, client portal, calendar sync. Designed, built, and operated solo.
jlh.ca (2025)	Custom Next.js platform with a block-based CMS built from scratch; every page editable from an admin panel I designed.
ICF ACC Credential (2026)	Accredited training, verified client hours, and the credentialing exam, completed while running the practice.

PROFESSIONAL EXPERIENCE

Owner & Coach

2023 – Present

Hokanson Coaching & Consulting

Built a coaching practice from zero: the client base, the credential, the systems, and the software it runs on.

- Coach business owners, managers, and professionals, many of them ADHD, AuDHD, or autistic, on delegation, systems that survive real life, leadership communication, and the beliefs underneath the stuck spots. Every session ends with commitments, and the next one starts by reviewing them.
- Earned the ICF ACC credential (2026) on top of NLP Master Practitioner training and specialized ADHD and neurodiversity certifications.
- Built the practice's own CRM and client portal rather than renting one, then turned it into a commercial product: CoachTide.
- Clear professional scope: when a client's situation calls for therapy, psychiatric care, or recovery support, I say so and help them connect with it.

Full-Stack Developer & Designer

2000 – Present

Independent

Twenty-five years of design and web work, now focused on AI-assisted full-stack development. I ship production software solo at a scope that used to require a team.

- CoachTide (coachtide.com): multi-tenant practice-management SaaS. Booking, client pipeline with automations, session prep and capture, invoicing (card, PayPal, e-Transfer), automatic ICF hour tracking, client portal, group cohorts, email campaigns, and a built-in AI assistant. Next.js and Supabase, 100-plus table Postgres schema with row-level security, Google Calendar two-way sync.
- jlh.ca: custom block CMS with drag-to-reorder admin editing, an image pipeline that bakes uploads to WebP, structured SEO data, and role-gated auth. No templates, no site builder, no agency.
- Design foundation: brand, layout, and typography roots going back to art school and two decades of graphic design work.

Board Member, Treasurer, Facilitator

2012 – Present

Mankind Project of BC

Ten years on the board of a nonprofit men's development organization, eight as Treasurer.

- Moved all financial record keeping from paper to a digital cloud system and rewrote the Chart of Accounts for accurate, redundancy-free reporting.
- Developed the food production protocol and culture for flagship events of up to 120 participants.
- Received the Manny-Allenby award for outstanding contribution. Over 5,000 volunteer hours.

Facilitator & Program Lead

2016 – 2025

YMAW – Young Men's Adventure Weekend

Volunteer leadership for a young men's wellness nonprofit: second-in-command program lead for the 2025 event, head chef and kitchen lead for events of up to 100 participants, over 600 volunteer hours.

Owner & General Manager

2007 – 2022

The Rock Cod Cafe

Fifteen years running a high-volume sustainable seafood restaurant: standards, staffing, cash flow, and keeping people for the long haul.

- Grew annual revenues to \$1.5 million.
- Pioneered a 100% sustainable seafood menu in partnership with Ocean Wise, fully certified by 2015.
- Kept 15 staff members employed from 7 to 15 years, in an industry that measures tenure in months.
- Maintained an industry-leading WorkSafeBC risk rating with one or fewer incidents per year.
- Featured on Food Network's You Gotta Eat Here.

Operations & Project Management

2001 – 2006

CIVEO / Horizon North / PTI

Progressive management roles running turnkey camp and catering operations for up to 500 workers across 22 remote oil and gas sites.

- Developed cost-analysis and ordering systems that cut waste and saved over \$100,000 annually.
- Managed one of the company's first major Husky Energy contracts, groundwork for a multi-million dollar partnership.
- Key strategic planning role behind over \$10 million in new investment in the Open Camp division.
- Designed and implemented the Detail Profile System for asset tracking across the AB and BC oilfields.

EDUCATION & CERTIFICATIONS

Associate Certified Coach (ACC)

International Coaching Federation 2026

NLP Master Practitioner (200 hours)

iNLP Center 2024–2025

ADHD Coaching Certification

Naturalistico Executive Training 2025

Leadership Trainings 1 & 2

Mankind Project of Canada 2016–2017

Foundation Studies

Alberta University of the Arts 1993–1994

Leadership Training 3

Mankind Project of Canada 2026

Neurodiversity Coach Certification

Naturalistico Executive Training 2025

Unpacking Power, Privilege, and Difference

Mankind Project USA 2025

Dale Carnegie Course

Dale Carnegie 2003

SKILLS

Building & shipping: AI-assisted full-stack development (Claude Code) · Next.js, TypeScript, Tailwind · Supabase, Postgres, RLS data modeling · multi-tenant SaaS architecture · admin UI and CMS design · graphic design and brand · Final Cut Pro

Operations: high-volume operations management · process and SOP development · budget oversight and cost control · hiring and team development · vendor and supply chain · logistics and risk planning

People: ICF coaching (ACC) · group facilitation and retreat design · conflict resolution and repair · ADHD and neurodiversity coaching · trauma-informed practice