

Leigh Anne Estrada

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Business Strategist & Coach

Seasoned, detail-oriented professional with progressive experience in organizational and talent development while providing visionary leadership in highly competitive markets. Proficient in building long-term client relationships, minimizing client churn, and maximizing retention. A dynamic leader with a superior capacity to manage multiple projects, prioritize workload to meet deadlines, and achieve organizational objectives. Tech-savvy, equipped with high energy, possess written and verbal communication skills to coach and mentor multi-functional staff members.

CORE COMPETENCIES

Inventory Control
Business Development
Leadership & Collaboration

Sales & Marketing
Project Management
Finance & Data Analysis

Training & Coaching
Purchasing/Procurement
Client Relationship Management

PROFESSIONAL EXPERIENCE

▀ CARE ACCESS - A REIFY COMPANY (REMOTE)

District Manager – Alabama, Tennessee and Western, PA ♦ May 2022 – Present

Manage all aspects of decentralized clinical trial research firm and their overall performance inside key studies for Pfizer, Eli Lilly, and Amgen.

- Establish ownership and direction of the wing-to-wing activities tied to clinical research by working with internal and external stakeholders, including internal Support/Operations Staff, Clinical Operation Staff, Principal Investigators, Sub Investigators, Physicians, and Key Partners.
- Provide oversight of Patient Access Locations and Care Access DCT Properties, physician relationships, and execution of contracts.
- Implement strategies to ensure a positive patient experience and reach previously underserved communities through an aggressive decentralized approach.
- Identify growth opportunities and expansion through community engagement and foster key partnerships to yield deeper penetration in communities, healthcare organizations, and universities.
- Serve as support outside the assigned region to implement new studies, such as Brick and Mortar and Decentralized mobile units.
- Handle the deployment of "Mobile" Clinics, equipment, investigational products, and staff.
- Accomplish startup of brick-and-mortar clinics, from keys in hand to fully staffed, outfitted, and operational sites. Once operational, clinics are added to my district portfolio.

▀ SIMPLY MAC

Director of Operations ♦ October 2020 – May 2022

Spearheaded the operational, strategic direction of the company focusing on process management. Supervised teams in Miami and Atlanta to ensure timely implementation of processes within the operations team. Enhanced facilitation of the current policies and procedures of the supply chain to reduce overall inventory transactions while achieving maximum turns.

- Developed substantial strategic forecasts, business operations case development, and reliable financial plans to support cost-effective purchasing options.
- Administered sourcing by identifying low-cost vendors/suppliers for procurement to reduce cost while improving quality and reliability.
- Collaborated with management and business stakeholders regarding financial and supply chain issues to execute operational strategies and avoid profit loss.
- Guaranteed adherence to the company's internal policies and regulatory requirements.
- Implemented continuous process improvements within the department utilizing leadership experience and the industry's best practices to improve key performance metrics.

- Fostered effective working relationships with various levels in the organization through coaching and mentoring to ensure career development and optimum performance.

Key Accomplishments:

- Revamped documenting inventory count process resulting in reducing inventory shrink by \$300K. Accountable for the inventory shrink and consistently achieving a shrink of 10% below previous results.
- Oversaw purchasing of \$1M+ Apple products and 3rd party accessories, staying within purchasing budgets and reducing liquidated assets by over 20% in 2021.
- Managed the Operations and Purchasing group of 10 employees working remotely and in the office environment in multiple cities.

Store Manager/B2B Regional Sales/Field Leader ♦ January 2013 – October 2020

Oversaw multiple locations to implement efficient operational functionality while promptly addressing issues and supervising flexible staffing. Provided exceptional customer service and cultivated client loyalty to ensure the financial performance of the store operations.

- Formulated comprehensive sales strategies and brand initiatives to drive customer loyalty while providing excellent customer service.
- Conceptualized and executed marketing promotions and campaigns to expand the brand across vertical markets.
- Partnered with team leaders to explore solutions for achieving productivity goals and financial targets.
- Designed the training for 50+ Operations Managers at the store level.
- Conducted training and coaching of employees on cash, computer systems, selling techniques, company policies, and product information.
- Supervised cross-functional staff members through regular team engagement and employee development activities to achieve their maximum potential.

Key Accomplishments:

- Developed and implemented a Core training program for 300+ employees and executed virtual leadership and management training for the entire staff.
- Improved sales and gross profits by closing 27% of internally generated leads.
- Received top honors for customer service experience ratings.
- 2018 & 2015: President's Club recipient for Simply Mac.
- Awarded Elite Team status for Top Net Promoter Scores (NPS).

EARLIER WORK EXPERIENCE

Owner ♦ Creative Ideas ♦ 2008 – 2014

Development and Marketing Director ♦ Humane Society of South Coastal Georgia ♦ 2011 - 2014

Office Manager ♦ Jekyll Island Foundation ♦ 2010 - 2011

Development/Financial Director ♦ American Red Cross, SE Coastal GA Chapter ♦ 2007 – 2010

EDUCATION

Communication ♦ Kennesaw State University

Communication ♦ Georgia Southern University

IT / TECHNICAL SKILLS

RQ4 POS System ♦ iWork (Pages, Numbers, Keynote) ♦ CRM Programs ♦ QuickBooks ♦ Asana ♦ HappyFox ♦ ITGlue ♦ Zoom ♦ Dropbox ♦ Microsoft Office Suite (Word, Powerpoint, Excel) ♦ Google Workspace (Gmail, GDrive, Docs, Sheets, Slides, Forms)