

## PROFESSIONAL EXPERIENCE

### SENIOR PROGRAM MANAGER, ECOMMERCE INVENTORY

09/2022 – Present

#### Whole Foods Market of Amazon

Austin, TX

- Developed 4 automated Tableau dashboards to improve data sourcing and reporting on key performance indicators for the E-Commerce business.
- Provided training to 20 Operations leaders over the course of 3 months to integrate the new dashboards into existing processes.
- Improved front end customer experience by adding modifiers and imagery to 30 items with different sizes and attributes on the online store.
- Worked cross functionally with over 80 key stakeholders across 10 organizations at 2 companies to develop inventory strategy for over 500 stores across the globe.
- Partnered with Product teams to create roadmaps defining scope and requirements for 6 new versions of an in-store mobile application used to manage inventory on the online store.
- Contributed to weekly, monthly, and quarterly business reviews by measuring, reporting, and documenting key performance indicators for senior leadership.

### PROGRAM MANAGER

08/2020 – 06/2022

#### Super Coffee & AB InBev

Austin, TX

- Served as the strategic owner to key programs, initiatives, and projects through the integration of a \$500m hyper growth coffee startup into the world's largest beer distribution network.
- Managed project planning and execution, system integrations, communication streamlining, goal setting, clear KPI measurement and reporting between company senior leadership.
- Worked cross functionally with partners in Operations, Sales, Finance, and Retail to execute 19 Go to Market Transitions in 26 states by establishing strategy and objectives, managing timelines and budgets, tracking and reporting progress and KPI's, effectively improving our distribution 51% YoY.
- Analyzed Go to Market Transition results and made data driven decisions to build an optimized Go to Market Retail Strategy for profitability through distribution, rate of sale, and other KPI increases for national retailer launches at Walmart, 7-Eleven, & Speedway that helped generate \$13.2m of revenue.
- Lead the planning and execution of building a Centralized Distribution Program enabling product to be picked up by distributors from 7 centralized warehouses instead of shipping to 350+ distributors nationwide which generated \$1.2m in logistics and payroll cost savings.
- Created a comprehensive internal and external incentive strategy to increase sales and close distribution voids through gamified processes that created competition amongst our sales team and distributors and generated \$1.25m in revenue with a 3800% ROI.
- Developed annual business plans for promotional programs, channel strategy, financial targets, distribution gains, and wholesaler on-boarding, and presented to senior leadership at both companies.
- Drove operational cadences for key programs and initiatives by working cross functionally between companies and streamlining communication amongst key stakeholders.
- Supported sales and marketing efforts as needed and traveled to 31 different markets around the country by training new hires, selling and merchandising in stores, attending and presenting at events, tradeshow, and demos.

## **WHOLESALE MANAGER, ECOMMERCE**

12/2019 – 08/2020

### **Super Coffee**

New York City, NY

- Hired as part of the founding team and grew the wholesale e-commerce customer base 837% by researching and analyzing industry trends, identifying target demographics, conducting 50 cold calls per day, and negotiating pricing and minimum order quantities with new customers.
- Increased sales by 510% in eight months by creating a promotional strategy based on a 360-marketing plan capitalizing on seasonality, data insights, & trends.
- Developed a new business development strategy to promote our wholesale e-commerce platform at 507 SMB companies by sending onboarding gifts including samples and marketing materials, branded seeding kits, exclusive first access to innovation products, which increased brand awareness and rate of sale by 118%
- Consulted wholesale customers on retail and promotional pricing strategy to maximize customer trial, repurchase rates, and profitability.
- Negotiated a multi-year agreement with Barry's Bootcamp making Super Coffee the exclusive coffee of Barry's Bootcamp Fuel Bars at 50+ locations nationwide.
- Increased Walmart.com sales 191% in four months through strategic roll backs leveraging digital marketing KPI's such as click through rates, cost per click and conversation rates.
- Managed Accounts for Barry's Bootcamp, Equinox, Rhone, Walmart.com, Solidcore, Mable, Soul Cycle, and Alibaba by creating strong working relationships with frequent touchpoints for customer success.

## **PERSONAL SUMMARY**

Experienced Program Management professional who synergizes cross functional teams using indirect authority to influence key stakeholders to work collaboratively and efficiently, leveraging resources and data to stay on track and produce optimal results. Known as an action biased, compassionate, servant leader with a positive, growth mindset, and excellent interpersonal communication skills. Experienced in traditional, agile, and waterfall methodologies.

## **TECHNICAL SKILLS**

HTML 5 | CSS3 | JavaScript | jQuery | Bootstrap | Express.js | React.js | Node.js | SQL | NoSQL | Tableau | Confluence | Jira | Smartsheet | AWS | Excel | Shopify

## **EDUCATION**

**THE UNIVERSITY OF TEXAS, CENTER FOR PROFESSIONAL EDUCATION, Austin, TX**

Certificate – Full Stack Web Development

**COLGATE UNIVERSITY, Hamilton, NY**

B.A. – Economics; Minor – Computer Science

Student Athlete – Football

## **PERSONAL INTERESTS**

Reading | Strength Training | Golf | Football Officiating | Volunteering | Mixology