CATHERINE H. POIRIER

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Strategic team leader, product manager and change agent with extensive experience in business and systems analysis, financial forecasting, operational planning, and supply chain management. Leads, coaches and trains high performing technical, sales, marketing, and operations teams and inspires cross-functional collaboration, engagement and alignment for company and product strategies. Influences and drives critical decision making, builds meaningful, lasting connections and cultivates a community-oriented, curious culture.

Launched and managed successful apparel company, marketing and selling across wholesale and Direct to Consumer (DTC) channels. Established operational best practices from raw materials to finished goods.

**KEY ASSETS**

Team Leadership Cross-Functional Collaboration Relationship Building

Business Analysis Supply and Demand Planning Inventory Management

Strategic Planning Competitive Market Analysis Data Analysis

Product Development Lifecycle Problem Solver/Solutions Creator Customer Service

Vendor Management Financial/Budgetary Authority Systems Development

PROFESSIONAL EXPERIENCE

**BODY BARK, LLC,** Denver, CO (<https://www.bodybark.com/>) **2008 – Present**

**President; Operations GM, Consultant**

Founder, owner and operator of wholesale and Ecommerce apparel company driving strategic planning, marketing, production management, competitive forecasting, and order fulfillment.

* Grew business from concept to distribution in the wholesale and Ecommerce market place within 9 months, resulting in profitable business growth within 18 months.
* Conducted market and data analysis and developed data-driven reports to build internal marketing, SEO, operations and growth strategies, resulting in competitive market positioning and business sustainability.
* Designed, implemented and managed product development, supply chain and demand planning processes, Ecommerce, and website presence and cultivated cross-organizational business partnerships, ensuring excellent product quality and customer service.
* Managed IT system implementations for financial, accounting and CRM processing, tracking and reporting (QuickBooks, Salesforce.com), ensuring analytics development for business forecasting.
* Developed collaborations with internal and external vendors, marketing and operations teams, resulting in brand awareness and consistent messaging via print, Ecommerce and social media.
* Researched the competitive market place across buying sectors to identify new growth channels.
* Advises small businesses in strategic planning, infrastructure development, resource optimization, website development, competitive market positioning, and sales and marketing for apparel company start-ups.

**THOMSON MICROMEDEX, INC.,** Greenwood Village, CO **2003 – 2004**

**Sr. Product Manager**

Directed team in strategic planning, product development and sales support for medical workflow solutions.

* Guided diverse project teams in managing multiple priorities through team cohesion and strategic thinking.
* Led the creation and execution of Sales and Marketing Communications plans and development of technical detail (Patient Specific Dosing), preparing clients for system implementation.
* Developed and managed project plans, ensuring multi-disciplinary collaboration for use case requirements gathering. Analyzed data metrics to determine fact base, guiding decision making and strategic forecasting.
* Cultivated customer relationships and delivered product training, educating clients in tool use.

**MX LOGIC,** Greenwood Village, CO **2002 – 2003**

**Director of Billing and Provisioning**

Partnered with executive team and led process development and client relations for billing system implementation.

* Served as customer point of contact and directed the development and implementation of MX Firewall. Worked with the customer and developers to create strategic plans, resulting in continuous improvement.

**EXPERIAN** (Formerly Exactis.com), Denver, CO **2000 – 2002**

**Director of Knowledge Engineering; Manager of Knowledge Engineering; Senior Business Analyst**

Directed multi-disciplinary team (Business Intelligence Developers, Business Analysts, Technical Writers) in the development and management of projects, functional requirements, design, testing, and systems reporting.

* Managed 15+ reporting projects and drove project team performance in the configuration of new development tools, leading to the organization’s first successful reporting portal.
* Introduced software development lifecycle processes, JAD, Rational Unified Process (RUP), and Unified Modeling Language (UML), significantly increasing product quality.
* Drove cross-functional collaboration and support for business objectives and operational problem solving, instituting a facilitation team for JAD workshops and focus groups.
* Spearheaded use of the company’s first Requirements Management Tool (Caliber RM), increasing team productivity and improving process efficiency.

PAST Work Experience

**LUCENT TECHNOLOGIES,** Denver, CO **Communications Project Consultant**

**MCKESSON HBOC,** Louisville, CO **Senior Applications Analyst**

**BIOFIELD CORPORATION,** Roswell, Georgia **Clinical Database Supervisor**

* Achieved point-to-point synchronization between product interfaces by conducting data gap analysis and leading client negotiations for product changes.
* Served as company ambassador at HL7 group conferences and collaborated with the corporate strategy function, developing strategic interface rules that aligned with enterprise-wide standards.
* Built client trust and gathered, analyzed and documented system requirements for integrations.
* Points Analysis (IPA) reports. Trained client staff in order management, ensuring proficiency and a seamless transition.
* Directed the clinical database team in quality-assurance procedures, statistical analysis, and pattern-recognition development and reporting. Audited, redesigned, implemented and managed data validation process.

EDUCATION AND TECHNICAL EXPERTISE

**Bachelor of Science** in Communications, University of Wisconsin at Madison, Madison, WI

**Data Analytics Certificate**, University of Denver 2021

Software as a Service (SaaS) B2B Sales and Training, Salesforce.com, Customer Relationship Management systems (CRMs), Quality Assurance (QA) tools, UNIX, Oracle, SQL, Python, Pandas, GitHub, GitLab, Slack, Visual Basic, Pivot Tables, Matplotlib, MongoDB, Flask, HTML, CSS, JavaScript, API Interactions, ETL, Tableau, Healthcare Medical systems, Clinical Trial Database Management, Clinical Product Interface, SOP Documentation, Agile methodologies, PowerPoint, Requirements Gathering