ROBYN CARNIE

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Energized Strategy & Operations Professional with a strong analytical background and passion for using data to drive business and product strategies.

Education

UNIVERSITY OF SAN FRANCISCO

San Francisco, CA

MBA - Focus: Business Analytics and Strategy

May 2025

- Merit Scholar
- GSB (Graduate Student Board) President (24'-25'), Speakeasy (Public Speaking Club) Founder
- Business Analytics, Research Methods in Marketing, Customer Success Management & SaaS, Accounting & Financial Management, Marketing Management, SQL, Python for Data Analytics
- Evaluated and revised the customer journey based on a new digital strategy.

UNIVERSITY of the Witwatersrand

South Africa

M.S. Organic Chemistry – Focus: Cancer Treatments

March 2019

• Thesis: "The Design and Synthesis of EFGR Inhibitors Targeting Lung Cancer"

UNIVERSITY of the Witwatersrand

South Africa

B.S. – Chemistry (first in class, summa cum laude)

December 2014

Sasol Petroleum Award for Final Research Project on New Solar Cell Development

Experience

Reckitt Benckiser (one of world's largest FMCG manufacturers)

San Francisco, CA

New B2B Business Unit - Project Manager (Lysol, AirWick during Covid)

2021 - 2023

- Brought on as first project manager during Covid for new business unit focused on expanding business strategy from B2C to B2B business models. Cross-functional between Sales, Partnerships, R&D and Product.
- Developed project roadmap, oversaw resource allocations, managed \$2M global (US, UK) R&D budget.
- Lead 11 projects (4 innovation, 7 brand protection) from feasibility to proof of concept, resulting in launch of 2 new Lysol products in B2B market in 2023 and further expected launches in 2024-2026.
- Managed critical project milestones, tracked issues, and mitigated risk; regularly communicated risk status and proposed mitigation strategies to executive leadership teams and key stakeholders.
- Selected cross functional team members to work on R&D projects in the US. Ensured optimal resource allocation by estimating number of human resource hours, budget per project and revenue.

B2B Market Pivot & Strategy - New Enterprise Partner Development, Product Development

- Worked directly with Marketing team to develop feature development prioritization, assessing packaging and brand, conducting competition analysis, and helping marketing understand their products better.
- Collaborated and coordinated cross-functionally to formulate and execute project strategies, involved integrating product design documentation into innovation process to ensure alignment on product vision.

Reckitt Benckiser Salt Lake City, UT

Product Development & Launch-External Manufacturing, Quality, Safety

2018 - 2020

- Implemented 4 speed-to-market projects (AirBorne, Digestive Advantage) across functional teams and in collaboration with external manufacturing partners, launched all projects 3 months faster than standard timelines, establishing new company standard.
- Assessed feasibility of a new product line, designed product roadmap outlining feature prioritization, and go-to-market strategy.
 Resulted in development of an environmentally friendly vitamin and supplement line.
- Mediated communications between external technical partners and internal commercial teams resulting in updated SOPs, faster product launches (6 months vs 9-12 months) and new strategic relationships with 4 external manufacturers.

RECKITT BENCKISER South Africa

Research and Development Assistant

2017 - 2018

- Collaborated with marketing teams to design 8 new marketing claims and 3 new product demonstrations for both new and existing products. Updated manufacturing process and implemented \$4M cost-saving.
- Conducted customer interviews and obtained market data to inform product development decisions, leading to a 20% reduction in cost of goods for an existing product in market.

Additional

- Professional: Reckitt Accelerate Training: Developing the Careers of Talented Females, Internal Leadership Courses
- Certifications: Google Project Management (Coursera)
- Skills: Microsoft Office Suite (Word, PowerPoint, Excel, Power BI), SQL, Tableau, Agile
- Hobbies/Interests: Hiking (Climbed Mount Kilimanjaro), Learning to like Half-Marathons