

Bryan Boucher

Boulder, CO • email: bryanhboucher@gmail.com • tel: [\(603\) 205-1246](tel:(603)205-1246) • linkedin: [/bryan-boucher-04078389](https://www.linkedin.com/in/bryan-boucher-04078389)

PROFILE

Thoughtful, results- and people-oriented leader with nearly a decade of experience in business operations, strategic planning, and digital transformation within the outdoor brand industry. Passionate about leveraging my skills to support mission-driven initiatives and foster collaboration in organizations that are making a meaningful impact on our planet.

EXPERIENCE

Alterra Mountain Company • Denver, CO • 7 mos

Digital Commerce Manager • 08/2023 - 04/2024

- Developed strategic plans for digital & organizational transformation initiatives including timelines, communication plans, and success measurement for new tech implementation
- Collaborated with cross-functional teams to align technology solutions with project & business objectives
- Delivered comprehensive modernization of digital analytics across multiple ski resort properties, leveraged data to optimize digital customer experience

Timberland, VF Corp • Stratham, NH • 7 yrs, 5 mos

Sr. Mgr, Digital Business & CX • 1 yr, 6 mos • 06/2021 - 02/2023

- Managed business operations for a \$100M revenue stream, overseeing a cross-functional team of six reports (four direct)
- Facilitated cross-regional collaboration to implement global go-to-market strategy for the North America digital business
- Established strategic partnerships to drive significant improvement in web development productivity, service & logistics efficiency, and overall customer experience (CX)
- Participated in a 3-month corporate leadership development program; worked with an external coach to build expertise in management and coaching strategies
- Mentored team through tumultuous period of change, fostering a culture of psychological safety, trust, and empowerment
- Developed and executed strategic plans aligning new technology initiatives with organizational goals
- Led continuous improvement of data, forecasting, and analytics in collaboration with business planning team to improve speed-to-insights & decisions

SKILLS & AREAS OF EMPHASIS

Strategic & Change Leadership

Experienced in strategic planning, budget & roadmap development • Broad experience in organizational change & digital transformation

Process & Ops Management

Proven results improving processes and operational efficiency • financial operations oversight experience

Team Leadership & Development

Inclusive, empowering leader with expertise in management, coaching, and cross-functional collaboration

Business Acumen & Analytics

Rich background in data-driven strategic planning, budgeting & forecasting • Advanced skills in analytics, reporting, and key metric definition and tracking

Enterprise Systems

Experienced with diverse range of business systems across phases of implementation, testing, optimization, and management

Communication

Active listener • Empathetic communicator • Experienced in presenting to senior leadership

Manager, Digital Business & UX · 1 yr, 1 mo · 05/2020 - 06/2021

- Attained progressive responsibility over digital operations management & user experience (UX)
- Managed and coached a team of three cross-functional reports through significant org changes
- Established forecasting and reporting process for broader digital landscape to improve visibility to brand performance and better inform strategic decision-making
- Coached team through collaborative operational process improvement for B2B drop-ship program
- Drove agile, iterative redesigns of key web pages & customer help center, driving \$1.8M in incremental annual revenue and +3% YoY improvement in CSAT (customer satisfaction score)

Digital Experience Manager · 11 mos · 06/2019 - 05/2020

- Assumed a team leadership role in ecommerce, Timberland's fastest-growing business channel
- Managed two front-end web developers and a third-party development agency
- Owned UX roadmap and agile test & learn program with focus on driving digital strategy & revenue
- Directed evolution of internal project management process and systems, engaged with wide range of stakeholders to manage process changes, onboard new users, and provide training

Senior Analyst, Business Planning · 2 yrs · 06/2017 - 06/2019

- Increased visibility and influence as a lead voice & presenter on business performance to leadership
- Collaborated on strategic planning, forecasting, and go-to-market execution for Timberland's retail, outlet, and ecommerce business channels, coordinating ongoing planning operations and cadence

Business Planner · 10 mos · 08/2016 - 06/2017

- Advanced into a strategic role focused on business reporting and forecasting for Timberland's multi-channel direct-to-consumer (DTC) business
- Operated as intelligence center & connective tissue between cross-functional teams
- Built and managed robust reporting, analytics & forecasting tools with MS Excel & PowerBI
- Continually delivered actionable daily & weekly business insights to guide decision-making & tactics

Allocator · 8 mos · 01/2016 - 08/2016

- Innovated workflows & tools to improve data visibility, inventory efficiency, and product sell-through

Allocation Intern · 5 mos · 07/2015 - 01/2016

- Managed retail inventory, analyzed sales productivity, and collaborated to optimize team efficiency

EDUCATION & VOLUNTEER EXPERIENCE

University of New Hampshire · Durham, NH · 3 yrs, 8 mos

B.A. in Economics; Dual-Major in Sustainable Food · *summa cum laude* · 08/2010 - 05/2014

- Awards for highest academic achievement in Economics & top undergraduate research project

Thorne Nature Experience · Boulder, CO · 65 hrs
Teaching Assistant, Summer Camp · 2024

Lowernine.org · New Orleans, LA · 140 hrs
Building Volunteer Group Lead · 2014 - 2022

Timberland · Stratham, NH · 300 hrs
Community Service Volunteer · 2015 - 2023

Habitat for Humanity · New Orleans, LA · 40 hrs
Building Volunteer · 2012