

Bryan Boucher

I specialize in helping organizations bridge business strategy and technology to create impactful experiences for their customers.

Work History

Alterra Mountain Company DENVER, CO 1 yr

Digital Commerce Manager 2023 - 2024

- Collaborated with cross-functional teams to align a new tech implementation with business objectives
- Developed strategic project plans including timelines, stakeholder presentations, and communication plans
- Modernized digital analytics across multiple business units, defined key metrics to enable success measurement
- Leveraged data to design iterative testing roadmap for enhancements to user and customer experience

Timberland, VF Corp STRATHAM, NH 8 yrs

Sr. Mgr, Digital Business & CX 2021 - 2023

- Led a cross-functional team of six reports, overseeing operations, digital experience, & analytics for a \$100M business
- Fostered culture of psychological safety, trust, and empowerment; coached team through significant org change
- Stewarded budget & monthly reconciliation with finance
- Developed and executed strategic plans aligning new tech initiatives with business goals
- Facilitated cross-regional collaboration to implement global go-to-market strategy for North America
- Built strategic partnerships to drive improvement in service & logistics efficiency, elevating overall customer experience (CX)
- Oversaw continuous improvement of data and analytics to enhance speed-to-insights & decision-making
- Participated in a 3-month corporate leadership development program; built expertise in management & coaching strategies

Manager, Digital Business & UX 2020 - 2021

- Expanded responsibility over user experience (UX), digital operations, and analytics, leading a team of four reports and a third-party development agency
- Coached team through org changes & collaborative operational process efficiencies
- Led agile UX enhancements for brand website, driving revenue (\$1.8M incremental) and customer satisfaction improvement
- Directed robust forecasting and reporting improvements

Contact

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Areas of Experience

Team Leadership & Development

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

Financial & Operations Stewardship

Strategic planning, budgeting & forecasting oversight; P&L literacy

Communication & Engagement

Empathetic listener & communicator; thoughtful approach to cross-functional collaboration, difficult conversations, and earning stakeholder buy-in

Strategic Change

Experienced in strategic planning, organizational change & digital transformation

Business Intelligence & Analytics

Reporting & analytics development and oversight; data hygiene/stewardship; data visualization, key metric tracking

Project Leadership

Complex 3rd party tech implementations, platform and feature enhancements, timeline & communication planning, agile methodologies

User Experience (UX)

UX design & development oversight; inclusive, accessibility-minded design leadership

Customer Experience (CX)

Holistic CX lens, design-thinking, full-journey experience design & execution

Experience, cont.

Digital Experience Manager 2019 - 2020

- Assumed team leadership role in ecommerce, managing two web developers and a third-party development agency
- Owned UX roadmap and agile test & learn program with focus on driving digital strategy & revenue
- Led adoption of internal project management system & process
- Managed projects & implementations for new tech/3p platforms
- Engaged stakeholders to manage process changes, onboard new users, and provide training

Senior Analyst, Business Planning 2017 - 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, coordinating planning & operational cadence
- Operated as intelligence center & connective tissue between cross-functional teams

Business Planner 2016 - 2017

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

Allocator 2016 - 2016

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

Allocation Intern 2015 - 2016

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

Volunteer Work

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

Timberland Path of Service STRATHAM, NH 300 hrs
Community Service Project Director 2015 - 2023

Lowernine.org NEW ORLEANS, LA 140 hrs
Group Volunteer Lead 2014 - 2022

Habitat for Humanity NEW ORLEANS, LA 40 hrs
Building Volunteer 2012

Technical Skills

Business Software / Presentations

Advanced Excel skills, Microsoft Office Suite, SAP, Concur, Coupa, P&L and Budget literacy / PowerPoint, Keynote

Web Design/Dev / Performance Monitoring / Personalization / Analytics

HTML/CSS, JS, Git, Figma / Akamai mPulse, Data Dog / Adobe Target, Kibo/ Monetate / GTM, GA4, Adobe Analytics, Content Square, HotJar, Clarity

BI Reporting, Analysis & Data Viz

PowerBI, Tableau, Alteryx, basic SQL skills

Project Management & Collaboration

Agile & scrum methodologies, Atlassian Suite (Jira, Confluence), Smartsheet, Microsoft Project, Slack, Teams, Zoom, Miro, Mural, Lucidchart, FigJam

Education

Economics, Sustainable Food, B.A.

University of New Hampshire, 2014
summa cum laude

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

Interests / Extracurriculars

- Sustainability, regenerative agriculture
- Cooking, hospitality, culinary tourism
- Architecture, industrial design
- Drawing, painting, woodworking
- Outdoor & backcountry exploration
- Hiking, cycling, trail running, skiing

Before my corporate experience, I grew up in the family restaurant business. Hospitality, empathy, and a customer-centric lens are central to everything I do.