

# DANIELLE EVANS

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## PROFESSIONAL BACKGROUND

Danielle is a multifaceted professional with over 10 years of experience in B2B, CPG, consulting, and internal leadership roles. She is a proven leader in the areas of project management, product development, consumer research & insights, business development, marketing & sales strategy and execution, and cross-departmental team management. She is a bold, creative thinker with an adaptive mindset and keen ability to generate actionable insights for clients; especially in fast paced and ambiguous environments. Danielle is comfortable communicating with stakeholders at all levels of the organization to build consensus and alignment throughout the project lifecycle. Her strategic and collaborative communication style and hands on approach to project management ensures that all stakeholders have a voice and come together to successfully meet project objectives.

## SELECTION OF RELEVANT EXPERIENCE

### Chief of Staff

Danielle was the Chief of Staff for a Medical Device Front End R&D organization focused on developing the overall strategic direction, business processes, and team culture. Working with executive leadership and cross-functional partners, she was able to develop and execute on a strategy that would highlight the organizations' unique value proposition and product offerings within the marketplace and with customers. She established a delivery and operating model that allowed the team to effectively incorporate executive input and feedback, iterate faster on product solutions, and quickly perform root cause analysis of any blockers or problems that arose. Through understanding the broader organization and team capabilities and gaps, she was able to create team norms and ways of working that fostered a culture of accountability, transparency, and continuous delivery. As Chief of Staff, she improved team performance and delivery output for the organization. Additionally, she served as Scrum Master & Project Manager for all Front End projects to ensure effective delivery, technical feasibility, and smooth handoffs to the New Product Development (NPD) organization.

### Product Manager

Danielle served as the Product Manager of two ecommerce products at a Financial Services organization. She was responsible for cross-functional coordination between technology, development, legal, risk, and compliance to develop a product strategy, requirements, user journey mapping, and execution plan. With a focus on launching the products in the United States and other strategic geo expansion countries; Danielle was required to have a working knowledge of product market fit, location specific regulatory implications and positioning, testing methodologies, and go-to-market strategies to ensure a successful product launch in each location.

### Transformation Lead

Danielle stepped up and took on the role of Transformation Lead following a large organizational restructuring. With the need to integrate three organizations, focusing on cultural transformation and delivery integration were paramount. Through stakeholder interviews and building rapport with the team, she was able to understand each individual component before considering what an integration plan may look like. She developed a universal playbook of what the organization would offer to clients, how teams would deliver and operate, and what the new cultural norms would be.

### Industry Experience

- Medical Devices
- B2B Manufacturing
- Consumer Packaged Goods (CPG)
- Financial Services
- Food & Beverage
- Construction - Commercial & Residential Markets

### Functional Expertise

- Project Management
- Change Management
- Operations Management
- Product Management
- Business Process Management
- Business Analysis
- Vendor Management
- Strategic Planning
- New Product Innovation
- Digital Marketing
- Consumer Insights



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## SELECTION OF RELEVANT EXPERIENCE

### Program Manager

Danielle was the Program Manager on developing and launching new marketing and sales programs to help a B2B manufacturing company servicing the construction industry expand into new markets and grow sales in existing markets. When stepping into this role she was tasked with defining the market, future trends, and key influencers and their needs to be translated into marketing and sales programs that could be launched nationally across the United States and Canada. She worked closely with marketing, sales, software development, and manufacturing operations to develop a comprehensive store set with print and digital marketing collateral and sales sell-in story to efficiently and effectively launch the new program. The new program was launched into over 400 locations reaching key buyers such as General Contractors, Property Managers, Architects, and Builders, which resulted in generating new business opportunities and boosting existing customer accounts. Danielle was recognized throughout the organization for thorough program expertise, market knowledge, and program implementation. Danielle developed processes, technology tools, assets, an online presence, and marketing & sales collateral to manage the implementation of the programs that are still in use today.

### Project Manager

Danielle served as the Project Manager for defining and developing the roadmap for a new software engine at a financial services company. This required alignment and managing expectations and the needs of several stakeholders; including C-suite, marketing, operations, sales, customer service, and third-party vendors. As the project manager, she outlined the timelines and budget for the entire project lifecycle and brought along relevant stakeholders when appropriate. She conducted product mapping, technology workflows, and user experience testing through a series of sprints and MVP labs to iteratively refine the business needs into product requirements. During execution, Danielle diligently tracked the process and key decisions made, working with every stakeholder to ensure the engine being developed would deliver on organizational goals and the needs of internal and external customers. This project resulted in a clear and concise software engine roadmap to be implemented to streamline external customers needs and connect internal business units to better service customers.

### Product Manager

Danielle served as the Product Manager for the redesign, upgrade, and implementation of the organization's intranet site and design tool. The intranet site serves as the primary form of organization communication, knowledge database, and training platform for corporate employees and independent sales reps in the field. The design tool serves as the primary tool for product design and selection for customers and consumers. The objectives for both tools were to improve overall usability and to streamline the path to purchase through the design tool. As the product manager, she conducted user experience testing and business cases to identify product/project specifications, detailed workplans, KPIs, and timing requirements. Throughout each phase of the development, Danielle worked closely with key stakeholders, user groups, and software development teams to ensure the product being developed would deliver on organizational goals. The new intranet site streamlined on-boarding, training, and access to marketing and sales materials for corporate employees and independent sales reps in the field. The new design tool was modernized to be more user friendly and streamlined the design and online buying process leading to increased sales.

### Technology Expertise

- Microsoft Office 365
- Google Analytics & Suite
- CMS & CRM Systems
- Jira
- HTML, CSS

### Certifications

- Professional Scrum Master (PSM1)
- Certified SAFe 5 Agilist

### Methodologies

- Agile Software Development
- Design Thinking
- Project Management
- Product Lifecycle Management (PLM)
- Qualitative & Quantitative Market Research

### Deliverables

- Program Strategy & Plans
- Technical Implementation Plans
- Go-to-Market Strategies & Plans
- Business & User Requirements/Stories
- Websites – Intranets & External Sites
- Dashboards & Analytics



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## SELECTION OF RELEVANT EXPERIENCE

### Project Manager

Danielle was the project manager and strategic partner in developing a 5-year strategic plan for an employee-owned construction company. This required gathering input and facilitating over 50 stakeholders from multiple regions across the Midwest. Working closely with the executive steering committee, she managed culture expectations and business objectives among all employee owners to drive alignment and conviction for a 5-year strategic plan. Throughout the project, Danielle outlined and managed the project timeline, key resources & capacity, budget, and employee owner participation both digitally and in person. The strategic plan took into consideration ESOP expectations, culture, profitability, technology & tools, and expansion into new capabilities, resulting in a 5-year strategic plan that included core business initiatives, adjacent business initiatives, and disruptive future initiatives. The strategic plan has been in motion for three years and has generated a surplus of profit for the organization.

### Project Lead

Danielle stepped up and took the initiative to lead a website redesign for corporate, U.S. retail business, and the international business. Leading a cross-functional team consisting of external vendors, IT, marketing, and sales across business units in the creation and strategy of new and integrated websites. The objectives were to both replace outdated sites with new content as well as develop consistent branding and appearance across business units. Additionally, it was pertinent to integrate ecommerce platforms, tech stacks, and inbound sales pages for each respective business unit. Danielle was required to identify and resolve roadblocks and troubleshoot integrations to ensure workflows and mapping across business units was seamless. As a result of good communication with key stakeholders and managing expectations, the project resulted in a successful deployment and the team met both budget and timeline goals.

