

MIA LASTRA

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PROFESSIONAL BACKGROUND

Mia is a multifaceted professional with 18 years of experience in client-facing 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. Faced with any given scenario, Mia quickly spots the relevant patterns and issues to create a path forward. Mia is comfortable communicating with stakeholders at all levels of the organization to build consensus and alignment throughout the project lifecycle. Her 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

Business Relationship Manager // IT Merger and Annual Planning

Mia was a Business Relationship Manager for a leading Automotive Services, Insurance, and Travel Company as it went through organizational transformation during a merger, serving as a liaison between the IT organization and business owners. Seeing a need to standardize documentation of current and future state systems and business processes across business lines, Mia developed a template that all BRM's could use in their discussions with key stakeholders to quickly gather inputs and define a path forward. This proved critical in delivering against the condensed timeline for demand submission. Mia worked closely with the business owners, solution architects, financial analysts and IT management team to define scope, budget and required IT resources needed for essential system integrations that would allow the auto clubs to operate effectively as one company. Having become a trusted partner of the business teams, Mia was asked to continue her work with annual planning for the top 2 strategic initiatives for the organization.

Project Manager // eCommerce Product Development & Media Strategy

Mia served as the project manager for defining and developing the roadmap for fit-for-use products at the largest online retailer for a top consumer products company. Recognizing that existing pack offerings placed consumers out of the potential for subscribe-and-save ordering, Mia worked with the package design, finance and eCommerce sales teams to develop 12 new retailer-exclusive items that met customer and consumer requirements as well as internal profitability measures. These items increased share of voice on page-1 search results, but required support from paid search dollars to compete with 3rd party sellers. Mia developed a strategy grid to prioritize media spending across Power ASINs, which delivered an 18% sales lift in the first month of implementation.

Project Manager // eCommerce Innovation Plan

After ensuring a winning product assortment at the largest online retailer, Mia recognized a need for a longer-term innovation master plan to build on recent wins and propel the brand to share leadership on a must-win eCommerce platform. She proposed and received GM support for a full-day eCommerce vision and strategy session. Mia organized members from the full cross-functional team, including internal and external stakeholders, to bring end-to-end product development and delivery expertise together to ensure team alignment and scalability for growth moving forward. The resulting 3-year roadmap was shared with the eRetailer customer team as a key element in joint-business planning, and inspired other categories across the company to conduct similar strategy sessions.

Industry Experience

- Automotive Services
- Financial Services
- CPG
- Market Research
- Manufacturing
- Pharmaceuticals
- Graphic Design

Functional Expertise

- Program/Project Management
- Strategy Development
- New Product Launch
- Marketing & Consumer Insights



SELECTION OF RELEVANT EXPERIENCE

Product Manager // Consumer Packaged Goods

Mia served as the product leader for the fastest-growing offering in a major consumer packaged goods company's air freshener portfolio. The brand had just received an abundance of consumer research data on key in-store fundamentals (distribution, pricing, shelving & merchandising), but was lacking actionable insights to inform product roadmaps and sell-in at major retailers. Mia distilled the raw datasets into a comprehensive 1-page strategy document to focus the brand team efforts on product innovation and communication strategies that would fuel growth. Mia identified the need to reach consumers in the context of product use, and aligned leadership to move media investments from TV to a Digital + Radio plan. Her efforts drove product awareness and consumption growth in 3 months. Mia also collaborated with the sales team to develop an immersive innovation presentation that drove increased share of influence with the category buyer at a Fortune 50 retailer. This resulted in step-change seasonal collection sell-in, as well as product distribution gains in multiple locations across the store.

Program Manager // Consumer Neuroscience Research

Mia served as Program Manager for the cognitive science group of a top consumer products company. She managed the client through the culmination of a 5-year contract, and gained alignment for a co-developed innovation plan that met learning objectives while staying within the final \$5MM budget for foundational research. Mia outlined and managed the timeline for the innovation plan, key resources, budget and deployment of 40 studies globally. This required strong and open communication between the client team, research labs, neuroscientists, and analysts to ensure client satisfaction and efficient delivery of reports from the neuroscience team throughout the year. The successful completion of the innovation plan yielded insights for creative development across consumer touchpoints (TV, print, package & shelf design), that are still leveraged within the organization to this day.

Program Manager // Consumer Neuroscience Research

After years of foundational research funded at the corporate level, Mia recognized the need to raise awareness for and bring category-level neuroscience-based insights to the Beauty brands of a top consumer products company. She spearheaded the development of a meta-analysis of print and TV ad studies across each category to uncover both universal and brand-specific principles based in implicit consumer response. Mia served as the trainer and subject matter expert for the brand teams and creative agencies, arming them with data-based consumer insights that validated creative intuition. Applying these principles resulted in faster cycle time to creative excellence, less creative development waste, and a 5-20% lift in ad-driven sales.

Project Manager // Social Media Monitoring for Healthcare

Mia served as the Project Manager for over 20 Pharmaceutical and Healthcare companies who were seeking to understand the unmet needs of patients and caregivers as expressed on publicly – available social media platforms. At a time when social media was emerging as a new resource for consumer feedback, pharmaceutical companies were hesitant to conduct social media monitoring research for fear of the impact that such a massive dataset may have on internal processes for adverse event reporting. Mia consulted with her clients on the risks and benefits to this new research method, and together they developed, implemented, and maintained social media monitoring programs that adhered to internal and FDA regulations. Mia worked closely with her clients, research director, and analyst teams to plan and develop scope, deliverables, required resources, budget and scheduling for customized healthcare studies. During her leadership, her team was able to grow the healthcare account portfolio to \$2MM in 3 years.

Technology Expertise

- Microsoft Office 365
- Adobe Creative Suite
- Nielsen Consumer Panel & Shopper Scanning Data
- Salesforce
- Iris

Methodologies

- Consumer Neuroscience Research
- Social Media Analytics
- TV Ad Testing
- Consumer Segmentation

Deliverables

- Sales Collateral & Presentations
- Branding Elements
- Marketing Plans
- Demand Planning
- Budget Forecasts
- eCommerce Strategy



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SELECTION OF RELEVANT EXPERIENCE

Program Manager // New Business Development

Mia managed the development and launch of a new marketing and sales program to help a merchant services start-up expand into new industries and grow sales with existing merchants. After completing a market landscape and opportunity analysis, she aligned the CEO to a launch strategy focused on local markets and target industries. Mia led the development and execution of all marketing materials and email campaigns, establishing key performance indicators to measure program effectiveness and adjust the approach along the way. She trained sales agents, and supported them during sales calls to ensure a clear value proposition. The program has since been expanded to additional markets and industries, and is viewed as the largest growth area within the company.

