

ELIZABETH OLIVER

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PROFESSIONAL BACKGROUND

With 15 years of experience, Elizabeth is an enthusiastic and goal-oriented leader who excels in program and account management, talent management, organizational leadership, process development and improvement, change management, and operational leadership. She has consistently demonstrated her ability to adapt and problem-solve in fast-paced environments, delivering successful outcomes that are on time and on budget. Elizabeth's collaborative and adaptable style, coupled with her solutions-oriented approach, fosters effective teamwork and drives positive results. Her keen sense of humor adds a touch of levity to challenging situations, creating a positive work environment.

SELECTION OF RELEVANT EXPERIENCE

Enterprise Program Manager

Elizabeth collaborated with Program Managers, Account Managers, and Engagement Managers to drive process improvement within a 15-person studio team, fostering aligned work groups and promoting innovative collaboration. Her expertise in project management tools and methodologies, both internally and in client-facing interactions, ensured consistent and effective practices. She also played a crucial role in forecasting staffing needs, optimizing efficiency, quality, and flexibility while meeting studio utilization targets. With a focus on financial acumen, Elizabeth provided oversight for program managers, ensuring optimal project budget management. She proactively addressed risks and issues, escalating them to the appropriate stakeholders for timely resolution, including Engagement Managers, Enterprise Solution Architect, and the Account Manager.

Program Manager

Elizabeth successfully coordinated a multi-faceted \$2.4 million Public Service Announcement (PSA) Radio Campaign across 53 markets. In her role, she meticulously planned and executed the campaign, ensuring its seamless implementation. Elizabeth collaborated with various stakeholders, including radio stations, media agencies, and creative teams, to develop compelling PSA content that resonated with the target audience. She strategically allocated budget and resources, optimizing reach and impact in each market. Elizabeth closely monitored campaign performance, tracking key metrics and making necessary adjustments to maximize effectiveness. She maintained clear communication channels and provided timely updates to all involved parties, ensuring a smooth and successful campaign execution.

Industry Experience

- Consumer Packaged Goods (CPG)
- Higher Education
- Pharmacy Healthcare
- Financial Services
- Food & Beverage

Functional Expertise

- Program/Project Management
- Staff Management
- Process Development
- Change Management
- Process Improvement
- Brand Strategy & Management



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SELECTION OF RELEVANT EXPERIENCE

Brand Leader/Program Manager

As a Brand Leader at a design, branding & innovation agency, Elizabeth successfully managed brand strategies for a diverse range of projects, including large-scale CPG redesigns to new branding initiatives for higher education institutions. In her role, Elizabeth designed projects and created roadmaps, ensuring a clear path from project kick-off to successful delivery of the work. She collaborated closely with clients to understand their unique goals and market dynamics, developing brand strategies that encompassed brand positioning, identity development, and creative comprehensive campaigns. With her strong financial acumen, Elizabeth also adeptly managed project budgets, optimizing resource allocation and ensuring efficient utilization of funds. Her strategic approach, coupled with effective cross-functional team management, resulted in impactful brand transformations that resonated with target audiences.

Talent Planning & Development Program Manager

As the Talent Planning & Development Director, Elizabeth spearheaded a successful company-wide initiative that transformed the company's structure, incentives, and job descriptions to align with the new company organizational structure. Collaborating closely with senior leadership, she provided valuable strategic insights and recommendations regarding staffing, productivity, projections, and budgets based on data-driven analysis. Her meticulous evaluation of talent and business challenges ensured that the right individuals were placed in the right positions at the right time, driving effective and profitable initiatives. Through her leadership and strategic approach, Elizabeth not only facilitated the evolution of the company but also established herself as a key contributor to the company's success. Her ability to identify and implement transformative changes, coupled with her knack for optimizing talent allocation, resulted in significant improvements and enhanced profitability for the organization.

Account Executive - Operations

Elizabeth served as the first employee in a startup marketing company, making substantial contributions to its growth from \$1 million to \$9 million within the first three years. As the first Account Executive, she operated as a project manager, taking the lead in developing and implementing internal processes to enhance the efficiency and effectiveness of products, services, and employee management. Elizabeth worked diligently to establish streamlined workflows, ensuring seamless coordination and communication among team members. She also identified and implemented project management tools and methodologies to optimize productivity and streamline operations. Elizabeth's efforts in laying a solid foundation for the company's operations played a vital role in its rapid expansion and overall success.

Chief of Staff, Agency Operations

In her position as the "Chief of Staff" for the media Investment team, consisting of over 100 members, Elizabeth worked closely alongside key executives such as the Chief Investment Officer, EVP of Agency Operations, VP of Agency Operations, and SVP of Finance. This close collaboration allowed her to contribute significantly to the execution of agency priorities and maximize the team's overall output. Elizabeth played a pivotal role in the organization by developing a comprehensive staffing model that effectively addressed the needs of the team. She proactively fostered and nurtured cross-functional relationships within the organization, recognizing the importance of collaboration and teamwork. Continuously evaluating team utilization, she implemented effective resourcing practices and skillfully managed ongoing staffing needs across all Investment groups, including providing valuable insights to inform hiring decisions. Her strategic management of resources ensured the team operated at its highest potential while maintaining a strong focus on delivering optimal results. With her keen attention to detail and dedication to excellence, Elizabeth consistently strived to improve efficiency and productivity within the organization, leaving a lasting impact on the team's performance.

Technology Expertise

- Microsoft Office 365
- Google Workspace
- SmartSheet
- JIRA
- Asana
- Basecamp

Methodologies

- Project Management
- Design Thinking
- Process Development, Improvement and Redesign

Deliverables

- Program/Project Plans
- Project Budgets
- Project Roadmaps
- Training Materials
- Staffing Processes
- Operational Excellence
- Advertising Campaigns

