

# ALYSE DELANGE

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## PROFESSIONAL BACKGROUND

Alyse is a creative and solutions-oriented professional with a superpower to earn trust and build strong relationships. She is a passionate problem-solver, driven by her interaction and care for people. Her background in communication and marketing propels her to think about problems through the lens of people. She is a proven leader in the areas of program management, project management, change management, and marketing strategy and execution. She has experience leading projects from ideation through successful implementation and excels in delivery, especially in fast-paced and ambiguous environments. Alyse is comfortable communicating with stakeholders at all levels of the organization to build consensus and alignment. 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. She prides herself on understanding the impact of communication and harnesses its power to build deep relationships, simplify complexity and drive alignment to get things done. Being tasked with big questions, going through discovery, uncovering gaps, pinpointing areas of opportunity, building and implementing strategic, creative solutions – this is Alyse's sweet spot.

## SELECTION OF RELEVANT EXPERIENCE

### E2E Project Lead

Alyse worked with stakeholders in the medical device industry to migrate their portfolio to a new regulation in the EU. She managed the end-to-end transition working with internal SMEs to create and submit the remediated technical documentation, managed 150+ notified body audits, and . Alyse quickly recognized risk to manufacturing implementation and established a new process to gather cross-functional team members and strategically decide when to begin manufacturing at risk – reducing implementation timelines by 6+ months. By creating new tools, dashboards, and process, Alyse drove collaboration across over 10 functions to successfully certify the portfolio and minimize global supply disruptions during the transition.

### Marketing Strategy Lead

Alyse served as the Marketing Strategy Lead for a multinational technology company, specifically support their worldwide operations organization. Her responsibilities included the comprehensive marketing strategy and campaign management for three major US markets, ROI analysis through data and analytics, campaign optimization, and managing a multi-million-dollar annual budget. She leveraged best practices from her diverse background to successfully amplify the brand's employee value proposition through traditional, digital and cutting-edge marketing tactics. She was responsible for ensuring marketing strategy drove top-of-funnel activity and conversions through the hiring pipeline. This effort included partnership with the Operation Managers in each market as well as collaboration with the media team, creative team, SEO and analytics team, and digital team.

### Center of Excellence Strategist

Alyse helped stand up the first Center of Excellence for a recruitment marketing technology and creative company. She worked with multiple national brands to implement and optimize their use of CRM and marketing automation solutions in the talent acquisition/HR space. She leveraged marketing best practices to create custom branded websites, capture modules and nurture strategies. Alyse attributes the COE's success to her coaching, mentoring, and thought leadership. When needed, Alyse stepped in as took responsibilities for back-end software configuration to deliver custom solutions to her clients within budget.

### Industry Experience

- Medical Device
- Worldwide Operations
- Regulatory
- HR/Talent Acquisition Technology
- Logistics

### Functional Expertise

- Program/Project Management
- Strategy Development
- Change Management
- Process Improvement
- Marketing Strategy/Execution
- CRM
- Recruiting & Retention
- Offshore Coordination

