

ISABELLA ROMANO

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EXECUTIVE SUMMARY

Senior sales leader with 0+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Sales Operations	Sales Analytics	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

VP of Sales

Consumer Brands Inc | 2024 - Present

- Spearheaded enterprise-wide sales transformation initiatives impacting 1870+ employees
- Delivered \$9M+ in annual revenue growth through strategic sales operations implementations
- Built and led global teams of 36 professionals across 4 countries
- Reduced operational costs by 28% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | UC Berkeley Haas | 2022

Bachelor of Science in Marketing | UC Berkeley Haas | 2020

Professional Certifications:

- HubSpot Sales Certified
- Salesforce Certified Administrator