

SHEENA CHUGH

Senior Program Manager | Lead to Cash Transformation | Cross-Functional Leadership

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sheenachugh22.github.io/portfolio

Dear Hiring Manager,

I am writing to express my strong interest in the **Senior Program Manager - Lead to Cash** position. With over 9 years of progressive experience leading complex transformation programs across enterprise operations, business process optimization, and technology implementations, I am excited about the opportunity to bring my expertise in program strategy, cross-functional leadership, and process innovation to drive Lead to Cash excellence within your organization.

Throughout my career, I have served as a **trusted advisor to senior leadership**, actively involved in all phases of program strategy and delivery. I have deep experience partnering with program leadership to prioritize transformation outcomes and capabilities aligned to long-term strategic roadmaps. My ability to develop detailed program plans—including scope, schedule, and budget—while driving accountability for timely, within-budget delivery across cross-functional teams has consistently resulted in successful program outcomes.

In my current role as Program & Project Manager at Idealogical Group, I have demonstrated the exact capabilities this role requires:

- **Cross-functional Leadership:** Effectively manage and motivate teams of cross-functional project members, facilitating Project Core Team meetings to mitigate risks, make decisions, and accelerate execution
- **Stakeholder Management:** Act as primary point of contact for program stakeholders at varied leadership levels (VP+), providing regular updates and managing expectations across the organization
- **Process Innovation:** Reduced manual coordination by 40% through Jira automation and process standardization, demonstrating commitment to operational excellence
- **Data-Driven Decision Making:** Leverage data insights to propose execution strategies and measure results, improving forecasting accuracy by 25%
- **Technology Implementation:** Pioneered AI integration for automated test case generation, bringing innovation and beginner's mind to solving complex challenges
- **Risk Management:** Proactively identify potential risks and issues, developing mitigation strategies that have enabled 98% on-time delivery across 15+ enterprise projects

I am solution-oriented with a proven ability to work collaboratively with both technical and non-technical business functions to overcome obstacles and guide teams toward a unified path forward. I excel at articulating ideas clearly across varied settings, building trusting relationships, and using strong communication and influence skills to partner effectively with stakeholders. My experience working with large numbers of cross-functional stakeholders and driving teams with differing perspectives in a unifying direction directly aligns with the collaborative nature of Lead to Cash transformation.

I am proficient with **Jira**, **Confluence**, **Smartsheet**, and other project management tools, and have experience working within the **Salesforce ecosystem**. My background in business process transformation, combined with my ability to maintain a positive outlook and motivate teams through ambiguity and shifting priorities, makes me well-suited to thrive in a high-profile, rapidly evolving environment.

I am genuinely excited about the opportunity to contribute my expertise in program governance, process optimization, and stakeholder alignment to help form a vision for Lead to Cash excellence. I would welcome the opportunity to discuss how my experience aligns with your needs.

Thank you for considering my application. I look forward to speaking with you soon.

Sincerely,

Sheena Chugh

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