

PROFILE

Proven, results-oriented MBA and Six Sigma Black Belt-certified general management executive specializing in large-scale strategy design and program development. Broad spectrum of turnaround management, e-commerce operations management, marketing strategy, business development, process improvement, project management, information technology management and multichannel retail experience. Proven track record managing cross-functional teams in U.S. and international markets with solid business results. Strong strategic, leadership, intercultural, analytical and communication skills.

EXPERIENCE

ARCANA SOLUTIONS

June 2013-Present

CEO and Managing Director

Charlotte, NC / Seattle, WA

- **Microsoft Corporation, Redmond, WA (2-year engagement):** Principal PM Manager and Release Train Engineer for Digital Workplace/Campus Modernization
 - Designed and deployed global operational support model for IoT devices and experiences in Microsoft campuses worldwide. This includes asset inventory and tracking, assembly of a central triage team to diagnose hardware and software issues, SLA negotiation with 3rd party vendors, ushering new devices through privacy and cybersecurity compliance requirements, and building proactive and reactive listening models for performance.
 - Built quarterly Agile Software Development Product Increment (PI) Planning process for 15 Digital Workplace software engineering teams split between Redmond, WA and Hyderabad, India, including development and delivery criteria for engineering processes, including feasibility studies, proof of concept trials, and live site pilots.
 - Built ongoing Intake and Change Management process and structure as part of the Agile Software Development lifecycle implementation for Employee Experience through Azure DevOps, including a structure for moving concept and design processes through prioritization, integration, and work assignment to engineering product owners.
 - Created an overall Rhythm of the Business process and communications structure, including a return-on-investment structure and presentation for senior leadership to justify the operational and experiential costs for the overall Digital Transformation project. Designed and helped build a central website and newsletter to help communicate and market team wins and successes.
 - Created a model for building durable and achievable annual Objectives and Key Results (OKRs) built a framework for semester and quarterly planning, facilitated multiple senior leadership strategic planning sessions, and sourced tools to assist in tracking progress of our commitments to completion.

- **Seattle Public School District, Seattle, WA (1-year engagement):** Senior Program Manager for the Department of Technology Services (DoTS). Built check-in and check-out processes, back end distribution, support, and delivery process for the 1:1 Laptop Distribution initiative, delivering over 5000 machines to every student in the 4 most under-served high schools in the District.

- **Paul G. Allen Institute, Seattle, WA (2-year engagement):** Chief of Staff to the Chief Administration Officer of the recently created Allen Institute. Led large-scale change management, redesigned procurement processes, and led process design for outsourcing on-site inventory and warehouse functions.

- **Microsoft Corporation, Redmond, WA (18-month engagement):** Senior Program Manager for Payout Transformation Division. Prepared and trained established MS application partners for the transition from existing MS legacy systems to the new centralized Payment Incentives Experience (PI Exp) tool and for the lighter-touch Payment as a Service (PaaS) process for better managed tracking, management, and dispute of incentive payments from Microsoft.

- **Rat City Rollergirls, Seattle, WA (1-year engagement):** Chairman and CEO for this established roller derby sports organization. Reorganized financial structure and key leadership roles, and re-designed customer experience strategy, bringing a \$50K shortfall to \$10K profitability within 6 months.

ARCANA SOLUTIONS (cont.)**June 2013-Present**

- **Kane & Associates, Seattle, WA (ongoing):** Chief Operating Officer for this growing psychotherapy practice, organizing internal online operations, and managing and maintaining social media presence across 3 major service product groups.
- **Lake WA Therapeutic Associates, Bellingham, WA (ongoing):** Website design and overall business consulting, transitioning this growing psychotherapy process to tele-health and virtual care in the face of the COVID-19 pandemic.

MICROSOFT CORPORATION**July 2008-October 2014*****Senior Global Program Manager, Stores Business Operations*****Redmond, WA**

- Wrote and implemented SOX and SSAE16 data privacy management, business continuity management, general data management, trade, tax, and financial controls policies, resulting in all 2014 internal audit findings being resolved for the Xbox Online Store.
- Led the development and implementation of an evaluative framework that connects key metrics to customer experiences, resulting in the creation of a 3-5-year capability development roadmap.

Senior Digital Supply Chain Business Operations Manager, Interactive Entertainment Business

- Designed and built 6 business and operational models for the retail Point Of Sale Activation (POSA) and Electronic Software Distribution (ESD) software delivery formats for the North and South American, European and Asian regions.
- Led the cross-functional global retail deployments of the retail POSA and ESD delivery formats for the Office, MacOffice, and Windows business groups, onboarding 23 retail partners and 5 electronic distributors globally between June 2010 and June 2011.

Senior E-Commerce Retail Channel Operations Manager, Entertainment and Devices Operations

- Launched the Microsoft Online Store supply chain, including shipping launch inventory, building fulfillment and return operations processes, and reducing cost.
- Managed re-design and re-build of the ZuneHD Originals online store, including the front-end website and order management platform for the Zune Originals business, resulting in a 90% decrease in order management defects and increase overall revenue retained by more than 30%.
- Streamlined the Zune Originals operational cost structure, bringing a \$5 million shortfall to a \$500K positive contribution margin in the space of one year.
- Decommissioned the ZuneHD Originals business, shutting down manufacturing lines in China and Mexico, establishing legacy financial and customer support structures, and liquidating remaining device and accessory inventory.

AMAZON.COM, INC.**June 2007-June 2008*****Senior Product Manager, Amazon Package Insert and Online Display Advertising*****Seattle, WA**

- Improved communication between product and fulfillment center teams, resulting in re-launched lapsed products such as packing slip advertising, and rebuilt troubled relationships between product and operations leaders.
- Resolved several high-stakes business issues with high-revenue advertisers, saving several deals with values totaling \$1.5M.
- Closed \$500,000 in new customer deals to exceed 2008 goals, working with channel sales partners and consumer product companies to test the program.
- Designed, tested and launched 3 new advertising products for the offline advertising program resulting in over \$285,000 in additional quarterly revenue gained.
- Realigned deal origination and execution processes throughout the package insert lifecycle, eliminating the risk of illegal and unsavory advertising being showcased in Amazon boxes by testing and attorney-approving insert creative.

EXPEDIA INC.**August 2005-June 2007*****Product Manager/Six Sigma Black Belt*****Bellevue, WA**

- Redesigned Expedia.com and Hotels.com end-to-end retail promotions process, creating an automated feed for promotional stores that reduced time to market for submitted deals by 80%.
- Created a multi-channel campaign assembly process that includes annual and monthly planning, forecasting, and matching of supply and message to specific customer audiences, resulting in reduced campaign times to market worth \$2MM.
- Redesigned Expedia.com and Hotels.com Contact Center Network Quality program, changing the quality assessment form to better target training and coaching efforts, increasing overall customer satisfaction scores by 30%.
- Streamlined Expedia internal air ticket fulfillment processes for automation and in-sourcing of commission and debit memo management work for a total cost savings of \$5M.

SEARS ROEBUCK AND CO.**Chicago, IL*****Marketing and Operations Strategy MBA Intern, Summer 2004*****EASTMAN KODAK COMPANY****Rochester, NY*****System Design Engineering Lead, 2002-2003******Assistant to the IT Director, 2001-2002******Process Improvement Engineer, 1999-2001*****EDUCATION AND ACTIVITIES****Pepperdine University Straus Institute for Dispute Resolution
Master of Dispute Resolution, 2020****Malibu, CA****Pepperdine University Caruso School of Law
Master of Legal Studies, Dispute Resolution Concentration, 2019****Malibu, CA****Vanderbilt University Owen Graduate School of Management
Master of Business Administration, Marketing and Operations, 2005****Nashville, TN**

- Full Tuition Dean's Scholar Award Recipient (1 of 8 selected out of 125 applicants)
- President, Owen Black Student Association
- President, Owen Women's Association

Tennessee State University**Nashville, TN****Bachelor of Interdisciplinary Studies, Computer Science and Mass Communication, 1999**

- Full Tuition President's Scholar Award Recipient (1 of 50 selected out of 1200 applicants)
- Member, TSU Honors Program

Certified Scaled Agile SAFe 5 Program Consultant (SPC5)—Scaled Agile, Inc., 2021**Boulder, CO****Certified SAFe Advanced Scrum Master—Scaled Agile, Inc., 2021****Boulder, CO****Certified SAFe Scrum Master—Scaled Agile, Inc., 2021****Boulder, CO****Certified SAFe Product Owner/Program Manager (PO/PM)—Scaled Agile, Inc., 2021****Boulder, CO****Certified SAFe Lean Portfolio Manager (LPM)—Scaled Agile, Inc., 2021****Boulder, CO****Certificate, International Arbitration—Columbia Law School/ Chartered Institute of Arbitrators, 2021****New York, NY****Certified SAFe Release Train Engineer (RTE)—Scaled Agile, Inc., 2020****Boulder, CO****EMERGE Academy Alumna—Information Technology Senior Management Forum, 2020****Atlanta, GA****A. Leon Higginbotham Fellow—American Arbitration Association, 2020****New York, NY****Trained Conflict Resolution Mediator—Dispute Resolution Center of King County, 2018****Seattle, WA****Certified Six Sigma Black Belt/Lean Kaizen Sensei—Six Sigma Academy, 2007****Phoenix, AZ****Life Member, Zeta Phi Beta Sorority, Inc., Rho Lambda Zeta Chapter****SeaTac, WA**