

# Robyn Watson

please contact me through [www.robynwatson.com](http://www.robynwatson.com)

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## Core Competencies:

- 15+ Years Experience in Cross-Functional Operations Management
- Dual-track MBA in Operations and Information Systems
- Proven Problem-Solver Under Pressure
- Translate Ambiguity to Action Items
- Daily Experience with ERP, CRM, and Project Management Software
- Attention to Detail
- Excellent Written, Verbal, and Interpersonal Communication Skills
- Collaboration with Internal and External Stakeholders
- Self-Starter with Home Office
- Project Prioritization and Demand Management
- Technically Inclined
- Certificate in Ethics

## Professional Experience

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**LJ Create, Inc.;** Orlando, FL

June 2014-present

*(A global provider of STEM & CTE resources since 1979.)*

### U.S. Operations Manager

- Lead daily operations by working cross-functionally with diverse high-functioning teams, external sales representatives, and end-customers.
- Collaborate with VP of Sales to drive growth, implement marketing strategies, and support representatives, resulting in a 100% increase in annual sales.
- Manage multidepartmental processes by facilitating meetings, recapping next steps/action items, and consistently following up to drive positive outcomes.
- Drive consistency in operations through best practice standardization and documentation, making daily use of ERP and CRM software.
- Partner with Product Development and IT to provide superior customer service for both hardware and software concerns, using a continuous improvement model.
- Engage with key decision makers to build core relationships, drive customer satisfaction, and increase sales.
- Create and deliver tiered training for customers that are diverse in education, age, culture, computer literacy, and other variables.
- Research and present business solutions to C-suite executives.
- Manage hiring, employee career pathways, compensation, benefits, and termination.
- Lead operational implementation for new products and programs, including SaaS.
- Ensure corporate strategy is carried out and provide feedback on opportunities for growth.
- Coordinate with representatives throughout the US on needs assessments, and work strategically with internal teams to respond to rapidly changing circumstances.
- Drive process improvement with a positive tone throughout the organization.

**Element, LLC;** Orlando, FL

2005-2014

*(A textbook development company serving the K-12 and higher education markets.)*

### Director of Technical Operations

- Served as liaison between design, editorial, project management, and production departments.
- Worked directly with publishers from concept meetings through digital file release.
- Managed multiple simultaneous projects, including 100,000+ pages in production at one time.

- Translated conceptual business and client requirements into actionable items for production teams.
- Hired and led direct-report staff across functional service areas in local and remote offices.
- Responsible for RFPs, project planning, budgets, schedules, and resource allocation, including financial reporting and interpretation of business metrics.
- Provided organizational development and business process advice to executive leadership to realize business goals through operations.
- Analyzed business functions to improve and automate business processes.
- Conducted needs assessment and on-site consultation in New Delhi, India to improve procedures between U.S. and offshore locations.
- Trained and empowered staff to take advantage of new software and technical solutions.
- Increased production capacity by 25% without increasing costs.
- Acquired domestic and global production vendors and handled negotiation processes.
- Restructured operations to address changing cost structures, service requirements, and growth.
- Initiated organizational process standardization and authored supporting documentation.

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### **Education**

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Florida State University, Tallahassee, FL

**Master of Business Administration (MBA)**

- Dual track option in Operations Management and Management Information Systems
- Certificate in Ethics
- Services and Operations Management; Project Management; Purchasing and Supply Chain Management; Management Information Systems; Financial Reporting and Managerial Control; Business Ethics and Law; Organizational Behavior; Economics/Business Conditions

University of Kentucky, Lexington, KY

**Bachelor of Science, Natural Resource Conservation & Management; International Policy**

- Honors Program
- Dean's List

La Universidad Veracruzana, Xalapa, Veracruz, México

**Ecological Studies**

- Study Abroad and Cultural Immersion program
- Published in Economic Botany: "An Ethnomycological Study of Common Names and Uses"

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### **Selected Skills and Activities**

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- Girl Scout Gold Award Winner
- Bach Festival Society (Alto II)
- Spanish (Level 2)
- Mensa
- Former Adobe Certified Expert
- Google Docs
- Dropbox