
Business Excellence and Operations

Connecting the dots to drive a best-in-class enterprise

With a relentless pursuit for excellence and being first to market, my passion lies in helping create an organization that can pivot quickly in response to ever-changing market conditions with equitable growth opportunities for all. A keen eye for identifying emerging trends, uncovering hidden revenue opportunities, streamlining processes and overhead costs across matrix organizations with geographically dispersed teams. Dynamic verbal and written communicator, able to author and present complex information across a broad audience. Talent for building and maintaining positive and cooperative working relationships with coworkers, vendors, executive teams, and board members. Experience in multi-faceted roles within Start-Ups, Hospitality, SaaS, QSR, Franchising, Retail, Real Estate, Global Payments, CPG, and Automotive lends itself to change management and successful business transformation. A self-starter, a leader, and mentor, always delivering best-in-class service.

Outside of work, I am an Ironman Certified Coach and passionate about running, cycling, swimming, and endurance sports. Consistently place in top 5% for age group in road race distances ranging from 5K to Marathons. Completed my first 70.3 mile Half Ironman triathlon in 6:24 in September 2021 as a stepping stone to a full Ironman in 2022. Active member of USA Triathlon, The Ironman Group and Atlanta Track Club. Native to Latvia and speak Russian. Certified scuba diver. Love dogs.

Key Accomplishments

- ◆ Collaborated with Global Chief Brands Officer at IHG on major strategic initiatives as he led organizational change for global brand management, leading to marketing agency effectiveness while streamlining \$9MM in costs across \$64B portfolio.
- ◆ Designed and delivered comprehensive executive-level monthly report across matrixed environment, transforming culture by generating team member spotlight stories, celebrations, service anniversaries, and monthly business performance snapshots.
- ◆ Wrote monthly franchise owner newsletter, capturing rebrand buy-in from franchise owners by exposing positive impact of the \$1 Billion dollar Holiday Inn brand refresh program through one-on-one interviews and stories.
- ◆ Executed multi-day offsite meetings including sourcing venues, lodging, transportation and arranging for special guest appearances including a conference with a \$250K budget for 500+ attendees, resulting in 90% delegate satisfaction. Worked closely with the Holiday Inn Founding Family to serve as emcee(s) for the inaugural Global Brand Management Employee Recognition Awards dinner at IHG.
- ◆ Defined, drove, and improved processes around recurring "rhythm of the business" initiatives, including staff meetings, leadership off-sites, all hands meetings, strategic planning, building master agenda and slides, and employee on and off-boarding; improved culture, engagement and ROI through employee corporate gift(s) and new hire onboarding initiative at Cox Automotive.
- ◆ Designed and maintained intranet site, resulting in new internal media channel presence and powerful messaging spanning a multi-billion dollar corporation.
- ◆ Managed multi-million dollar new space build-out project for 100+ employees, collaborating with internal facilities, IT, security, enterprise network, and voice services teams on successful execution.
- ◆ Partnered with UAW-GM to drive operational efficiency, health, and safety within the plants, resulting in 70% increase of employee participation rate of new ideas.
- ◆ Drove operational efficiency, sales and customer experience for automotive aftermarket retail brands such as GMSPO through creation of regional market stocking guides for optimal inventory distribution, resulting in 70% reduction in overhead costs and 40% lift in sales.
- ◆ Organized timely, well-budgeted special events for C-suite executives, senior leaders, and their families including coordination of hotels and travel, VIP itineraries, logo creation, sponsorship, and site support for the \$50,000 Cox Automotive sponsored Las Vegas Governor's Ball.
- ◆ Community relations strategy leader for a multi-million-dollar corporation, building relationships with 10+ unique nonprofits across the city of Atlanta and galvanizing volunteerism, sustainability, and people-driven community service.

Professional Experience

#goatmatters, Atlanta, GA, 2018 - Present

Founder

Launched my own consulting business to support the mission, strategic planning, and operational efforts of organizations through the development of comprehensive digital marketing and communication plans, shaping brand perception to increase site traffic, build brand awareness, and drive business growth. Capitalize on industry and marketplace trends to enhance business operations for LLC formation, operating licenses, tax paperwork, and legal. Member of GoDaddy Pro for website design and hosting.

Elavon, Atlanta, GA, 2020

Strategic Business Partner to the President, North America

Provided consultative leadership and support for overall integration of strategic objectives and policies. Executed bi-weekly town hall meetings for live-broadcast across geographically diverse teams, utilizing WebEx, during COVID-19 pandemic restrictions to ensure continued business function.

Cox Automotive, Atlanta, GA, 2014 - 2018

Senior Executive Assistant and Communications Manager, Office of the Group President (Self Created Role)

Led all organizational operations, communications, CSR, and day-to-day management of personal & business affairs for President of RMS Automotive. Demonstrated entrepreneurial drive with excellent collaboration, consensus building, communications and process improvement skills. Nurtured distinctive culture from ground up while enhancing operational excellence, resulting in increased brand growth and revenue. Managed \$250K budget and engagement activities to bolster employee effectiveness.

FOCUS Brands, Atlanta, GA, 2014

Senior Executive Assistant to Chief Supply Chain Officer

Collaborated with CSCO on all strategic projects, learning first-hand about intricacies of commodities market outlook and direct impact of fluctuating prices on food supply chain for quick-service restaurants. Led resource allocation, administrative workload, and scheduling management for high-volume executive until position was eliminated due to restructuring of supply chain model.

Intercontinental Hotels Group (IHG) Atlanta, GA, 2009 - 2013

Senior Executive Assistant to Global Chief Brands Officer

Entrusted with sensitive information and placed on inside trading List of this \$64B organization, I facilitated smooth execution of day-to-day activities for GCBO, including calendar administration of personal and professional appointments, complex overseas travel itineraries, visa applications and led personal branding as publicist, orchestrating all speaking engagements and book printing, selling and signing. Effectively managed diverse assignments and responsibilities from GCBO, Board members, and senior executive teams with conflicting demands on time and attention, and set priorities to reach successful and mutually agreeable timelines. Prioritized focus on bolstering engagement across global hotel guests and franchise owners as customers, while expanding genuine employee engagement.

Additional Experience: Over a decade of experience in multi-faceted Marketing and Data Analysis roles within the Automotive industry, working directly with OEMs, Tier One Suppliers, Aftermarket, Wholesale Used Car Marketplace and the UAW-GM.

Education and Credentials

Bachelor of Business Administration in Marketing, Davenport University, Dearborn, MI

Certifications

PMI Professional in Business Analysis (PMI-PBA) and Certified Associate in Project Management (CAPM), Project Management Institute (PMI)

Introduction to Risk Management, University of California, Irvine

Fundamentals of Digital Marketing, Google Digital Garage

Introduction to Artificial Intelligence, IBM

Ironman Certified Coach, The Ironman Group

Technical Expertise

Remote Collaboration:	Zoom, Skype, GoToWebinar, Dropbox, Basecamp, SharePoint, WebEx, Google, Microsoft Teams, Slack, ServiceNow, Jive Software, Yammer
CRM:	Salesforce, HubSpot
Document Creation:	Microsoft Office, Google Enterprise, Apple, Visio and Docusign
Digital Marketing:	Canva, Adobe, Cvent, GoDaddy, MailChimp, Social Media, ASI Central, WordPress
Publishing Platforms:	Apple News, Kindle, Google News, Flipboard, Scrib, Medium, Thrive Global
Expense and Travel Mgmt:	Concur, American Express
A/P and A/R:	PeopleSoft Oracle
Data Analysis:	SPSS, mTab