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## Chief of Staff and Experience

*Business Excellence and Operations*

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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 by placing the employee experience at the heart of everything we do. 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 sports, health, wellness, start-ups, hospitality, franchising, SaaS, QSR, retail, real estate, payments, consumer packaged goods, and automotive sector(s) lends itself to change management and successful business transformation. A self-starter, 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. Active member of USA Triathlon, The Ironman Group and Atlanta Track Club. Native to Latvia and speak Russian. Certified scuba diver. Love dogs.

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## Key Accomplishments

- ◆ 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.
- ◆ 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.
- ◆ 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.
- ◆ Worked closely with Holiday Inn founding family to serve as emcee(s) for inaugural Global Brand Management Employee Recognition Awards dinner at Intercontinental Hotels Group (IHG).
- ◆ Executed multi-day offsite meetings including designing master agenda and slides, 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.
- ◆ Defined, drove, and improved processes around recurring "rhythm of the business" initiatives, including staff meetings, leadership off-sites, all-hands meetings, and strategic planning.
- ◆ 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.
- ◆ Led inclusion and diversity efforts for a multi-million dollar corporation. Highlights include advocating for first mother's room and transgender restroom, celebrated difference through team member write-ups focusing on rich cultural background(s), implementation of best catering practices, and creation of a global holiday calendar.
- ◆ Improved culture, engagement and ROI through successful launch of an employee corporate gift(s) program and an on and off-boarding initiative(s) centered on the employee experience, resulting in 100% participation in annual employee engagement survey at Cox Automotive.
- ◆ Implemented stand-up desks for 100+ employees within Cox Enterprises.
- ◆ Partnered with UAW-GM to drive operational efficiency, health, and safety through the launch of UAW-GM Suggestion Plan Program.
- ◆ Served as 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.

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## Professional Experience

**#goatmatters, Atlanta, GA, 2021**

**Founder**

Launched my own consulting business to support the mission, strategic planning, and operational efforts of organizations through development of comprehensive digital marketing and communication plans, shaping brand perception and awareness, increasing site traffic and fueling business growth. Capitalize on industry and marketplace trends to enhance business operations for LLC formation, operating licenses, tax paperwork, and legal. It was a failed venture. Learned a lot. Will apply these learnings on the next opportunity.

**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

Website Design and Hosting, GoDaddy Pro

## Technical Expertise

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