

# ILANA FRENKEL KEARNS

Personal Executive Assistant and Chief of Staff | 2026 IRONMAN Foundation Ambassador

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## EXECUTIVE SUMMARY

**Strategic Operations & Narrative Architecture** A specialist in translating executive vision into high-authority communications, board-level assets, and organizational alignment. I enable leadership to focus on high-value business drivers by owning the executive cadence end-to-end, ensuring every communication is calibrated to the principal's specific voice.

**Global Operations & Cross-Cultural Diplomacy** I thrive in complex environments—balancing \$9M cost-optimization initiatives with the intricate logistics of the principal's agenda. A native Russian speaker and Latvian native, I leverage a global perspective to bridge communication gaps and drive change across international teams.

**Confidentiality & Discretion** Having maintained a consistent seat on restricted insider trading lists, I operate with the highest level of corporate discretion. I provide predictive management of professional and personal priorities—from mastery of complex executive calendars and board-level governance to the seamless orchestration of private aviation and travel.

**Business Continuity & Technical Liaison** I ensure leaders move with immediate purpose—arriving fully prepared and briefed for every engagement. Expertly translate complex digital infrastructure—including DNS security and M365 migrations—into actionable business continuity and growth strategies for HNW principals.

## CAREER HIGHLIGHTS

- **Executive Partnership & Governance:** Trusted proxy in board-level and regulatory environments with experience managing insider trading compliance and sensitive data for a **\$64B global portfolio**. Provided high-discretion support for leadership within **Fortune 500** and prestigious privately held organizations.
- **Capital Project Management & Scaling:** Directed a **multi-million dollar Capital Build-out** to support a 10x headcount expansion; managed the end-to-end lifecycle, integrating physical infrastructure with digital operational readiness to ensure day-one functionality.
- **Global Logistics & Event Orchestration:** Directed international conferences for **500+ global delegates**; managed private aviation and high-level executive events, including the Governor's Ball, with a focus on seamless execution and protocol.
- **Enterprise Communications & Leadership Messaging:** Architect of internal engagement platforms and Town Halls; authored executive presentations calibrated to the principal's specific voice and **"Brand Journalism"** standards to drive organizational alignment.
- **Technical Fluency & Digital Infrastructure:** Expertly managed **DNS security, server architecture, and M365 migrations**, translating complex digital transitions into actionable business continuity strategies for HNW principals.

## COMMUNITY LEADERSHIP & INTERESTS

- **Endurance Athletics:** 2026 IRONMAN Foundation Ambassador | 2026 USA Triathlon Foundation Ambassador | Boston Marathon Qualifier & Finisher
- **Certifications:** Certified Scuba Diver (PADI) | DNS Security & M365 Infrastructure specialist

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## PROFESSIONAL EXPERIENCE HIGHLIGHTS

GoDaddy | *Strategic Digital Advocate & Executive Technical Partner* | Nov 2023 – Present

- **Executive Digital Stewardship:** Serve as the hand-selected technical partner for a **high-value** portfolio of Founders, CEOs, and HNW Entrepreneurs, ensuring the integrity of their global digital estates.

- **Complex Infrastructure Management:** Act as a human bridge between intricate digital transformations—including DNS security, server architecture, and M365 migrations—and the principal's ultimate business objectives.
- **Strategic Growth Advisory:** Identify and capture \$500,000+ in growth opportunities for principals by aligning digital infrastructure, SEO, and online scaling operations with long-term business expansion goals.
- **Governance & Integrity:** Formally documented and reported systemic discrepancies in NPS auditing processes to the Legal Compliance team, leveraging a career-long commitment to corporate discretion and operational accuracy.
- **Policy Enforcement & Risk Mitigation:** Manage high-stakes corporate liability by strictly interpreting and enforcing complex hardware and service-level guardrails, ensuring total business continuity during digital transitions

**#GOATMATTERS, LLC** | *Consultant and Fractional Chief of Staff* | May 2018 – October 2023 (Ongoing Advisory)

**Federal Entity Status:** Registered Federal Government Vendor | **CAGE Code:** 13PV1

- **Presidential Advisory (Elavon, Inc.):** Strategic partner to the President, NA; orchestrated leadership response and bi-weekly town halls during critical restructuring. Advised on empathetic messaging and internal alignment to maintain organizational stability.
- **Operational Logistics (TED Conferences):** Led operational support for TEDNext; managed high-profile speaker relations and complex logistics to ensure seamless execution for a global audience.
- **Change Management (Insight Global):** Directed internal digital communications and change management strategies during a major IT Operations transition, ensuring business continuity and employee engagement.
- **Digital Architecture:** Design and deploy robust web architectures and digital infrastructure, bridging the gap between technical requirements and brand narrative for high-value clients.

**Cox Automotive Inc.** | *Communications Manager & Sr. Proxy to Group President* | Oct 2014 – May 2018

- **Presidential Proxy & Operations:** Owned the President's office, providing predictive management of professional and private priorities. Managed the seamless orchestration of private aviation and provided end-to-end oversight for multi-million dollar capital build-outs.
- **Organizational Communication:** Architect of the enterprise intranet to streamline digital collaboration; produced high-level keynotes and board-ready presentations calibrated to the leader's specific voice and brand standards. **Strategic Event Orchestration:** Managed end-to-end execution for signature events, including the Governor's Ball and the Kyle Petty Charity Ride; coordinated directly with security teams and high-profile attendees to ensure total protocol compliance.
- **CSR & Brand Value:** Integrated brand values into global nonprofit partnerships, strengthening corporate social responsibility and measurable community impact.

**InterContinental Hotels Group (IHG)** | *Sr. EA & Proxy to Global Chief Brands Officer* | Feb 2009 – Aug 2013

- **Global Brand Transformation:** Key operational partner during the historic **\$1B Holiday Inn Global Brand Relaunch** and the enterprise-wide transition into the IHG parent brand—recognized as one of the largest brand restructurings in hospitality history.
- **Brand Journalism Frameworks:** Formally mentored by the pioneers of **Brand Journalism**; applied these principles to create "Foundational Brand Journalism" frameworks, shifting the organization toward authentic, high-authority narrative storytelling.
- **Governance & Confidentiality:** Held a permanent seat on the **Restricted Insider Trading List** for the \$64B global portfolio; managed sensitive board-level data and regulatory filings with total discretion and corporate integrity.
- **Operational Cost Optimization:** Partnered with the Global CBO and procurement to audit global marketing spend, identifying and streamlining **\$9M in annual savings** through agency consolidation and the elimination of redundant silos.
- **Global Operations & Protocol:** Orchestrated complex conferences for **500+ global delegates** and managed international travel/logistics across multiple time zones, ensuring 100% compliance with diplomatic and corporate protocols.

## PROFESSIONAL FOUNDATION

- **Crisis Data Analysis (S&P Global / R.L. Polk):** Analyzed complex safety data during the historic **Bridgestone/Firestone recall** to identify operational liabilities within a demanding regulatory environment; provided the data integrity necessary for critical decision-making.
- **Strategic Procurement (UAW-GM):** Managed the UAW-GM Suggestion Plan Program, overseeing complex sourcing and ensuring 100% adherence to rigorous brand and labor standards within a high-compliance framework.
- **Strategic Data Partnership (Tier-1 Automotive):** Partnered on-site with leadership at **Lear, Magna, and Federal-Mogul** to drive product planning by synthesizing proprietary data with J.D. Power benchmarks to influence market-entry strategies.