

Kat Pohl www.katrinapohl.com

STRATEGIC LEADER | OPERATIONS • SAAS • PEOPLE • RISK • LOGISTICS • ECOMM

CONTACT INFO

Cell: 317.709.4646

Email: katpohlceo@gmail.com

LinkedIn: www.linkedin.com/katpohlceo

EXECUTIVE SUMMARY

Executive operations leader with 18+ years driving performance across manufacturing, logistics, and retail environments. Proven track record of scaling businesses, leading large workforce operations, and delivering measurable results—including building a \$9.34M ecommerce company, improving operational efficiency by ~25%, and reducing costs and risk at scale. Focused on executing strategy, optimizing performance, and building high-impact teams in complex, growth-driven organizations. In depth SaaS participation with development teams. Multi facility oversight. Applied AI-enabled tools, including custom GPTs, to streamline operations, enhance decision-making, and drive measurable improvements in efficiency, consistency, and client experience.

QUALIFICATIONS

- Design, Implement, and Measure Strategy
- Training Standardization, QBRs
- ZoomInfo, Google Analytics,
- Shopify Top 1%, GoHighLevel, Webflow, HeyGen, Outseta, Kajabi
- 500+ Employee Environment | 396 Agents
- OSHA / DOT / FMCSA
- Awareness of Risk Mitigation / Quality Assurance / Employment Law

ACHIEVEMENTS & HOBBIES

- PHR Certification
- First Aid / CPR Certification
- Certified WC Coordinator | OSHA Training
- Photography & Painting
- Outstanding Participation in Risk Management Award (2009)
- Kaizen Collaboration
- Built Retail Company \$9.34M
- Lean Six Sigma Black Belt Professional (2023)

Founder / CEO

2014 – Present

Family Funsports | Next Carriers | Indy Trade Co

- Operations, Ecommerce, Retail, SaaS, Logistics, Marketing, Vendor Management, Contracts

Site & Account Manager / Director of Safety

2006-2011

Associated Materials – Cuyahoga Falls, OH

- Managed 500+ Employees, 33 Safety Officers, 1 Safety Manager
- Consultation, Program Implementation, Risk Mitigation, Training, Hiring

Sales Account Rep / Division V.P.

1999-2006

The Cardinal Group – Barberton, OH

- Hazardous Environments, OSHA, PPE, Local, National, International
- Industrial Health and Safety, Department of Defense and Canadian Ministry of Defense Contracts

KAT POHL

INDIANAPOLIS, INDIANA

PROFILE: WWW.LINKEDIN.COM/IN/KATPOHLCEO



FAMILY FUNSPORTS | INDY TRADE CO | NEXT CARRIERS

FULL SCOPE MANAGEMENT AND PROCESS OWNERSHIP

DESIGN PROGRAMS / TRAINING

MARKETING / SALES RETAIL

CARRIER / LOGISTICS NEGOTIATIONS (NATIONAL AND INTERNATIONAL)

DESIGN AND IMPLEMENT CORPORATE STRATEGIES

MANAGED TEAM OF 23-270 (ACTIVE) AGENTS – SAAS DEVELOPMENT TEAMS

EMPLOYEE ONBOARDING / SAFETY

DOT / FMCSA / SOS COMPLIANCE AND TRAINING

OVERSEE ALL ASPECTS OF QUALITY MANAGEMENT, ENCOMPASSING THE SUPERVISION OF QUALITY MONITORING SYSTEMS,

CONDUCTING QUALITY EVALUATIONS, ANALYSES, GENERATING REPORTS, IMPLEMENTING CORRECTIVE MEASURES,

CONDUCTING READINESS AND PROJECT ASSESSMENTS, AND EXECUTING RELATED FOLLOW-UP ACTIVITIES.

ASSOCIATED MATERIALS

LEAN MANUFACTURING ENVIRONMENT 500+ EMPLOYEE FACILITY

STRATEGIC & WORKFORCE PLANNING & PROJECT MANAGEMENT

CHANGE MANAGEMENT & CONTINUOUS IMPROVEMENT

PERFORMANCE MANAGEMENT

TREND ANALYSIS & INTERPRETATION

FORMAL PRESENTATION & RECOMMENDATION TO EXECUTIVE TEAMS

MANAGED 6-8 SITE COORDINATORS / SAFETY MANAGER / SITE MANAGER / 500+ EMPLOYEES

ON-BOARDING POLICY ADMINISTRATION

RISK MANAGEMENT & WORKER'S COMPENSATION

STRATEGIC AND WORKFORCE PLANNING TREND ANALYSIS

PROJECT MANAGEMENT PRESENTATIONS

EXECUTIVE LEADERSHIP RECOMMENDATIONS CHANGE MANAGEMENT

HARASSMENT INVESTIGATION & RESOLUTION FACILITATE SAFETY

PEOPLESOFT TEMPWARE

INJURIES: 24 TO 4 YEAR OVER YEAR

NEW HIRE ORIENTATION AND TRAINING

HIGH-VOLUME, TECHNICAL, MANAGEMENT

** KNOWLEDGE OF FEDERAL AND STATE EMPLOYMENT LAW INCLUDING, BUT NOT LIMITED TO:

EEOC, FMLA, FLSA, ADA, TITLE VII, EPA, USERRA, OSHA

THE CARDINAL GROUP

DIVISION MANAGER (VP), THE CARDINAL GROUP (CARDINAL SAFETY / CARDINAL INTERNATIONAL)

INTERNATIONAL PURCHASING / GOVERNMENT CONTRACT NEGOTIATION (DEPT OF DEFENSE, CANADIAN MINISTRY OF DEFENSE)

WORKPLACE SAFETY & SALES (PPE) OSHA TRAINING

WORKPLACE ANALYSIS / CONSULTATION DISTRIBUTION, QUOTATIONS, SERVICE

CONTRACT MANAGEMENT ON LOCAL, STATE, FEDERAL, (GOVERNMENT) AND INTERNATIONAL LEVELS

EDUCATION / ACHIEVEMENTS

BILINGUAL SPANISH LEVEL: B2 UPPER INTERMEDIATE

AKRON UNIVERSITY (1997): BASIC STUDY

THE OHIO STATE UNIVERSITY (1997 - 1998): PSYCHOLOGY

ASHFORD UNIVERSITY (2010): PSYCHOLOGY (STATUS: JUNIOR)

PHR CERTIFICATION (PROFESSIONAL IN HUMAN RESOURCES) (JUNE 2011)

FIRST AID / CPR CERTIFICATION (2011)

CERTIFIED WORKER'S COMPENSATION COORDINATOR (2009)

OUTSTANDING PARTICIPATION: RISK MANAGEMENT AWARD (2009)

PERSONNEL SUPERVISOR CERTIFICATION (2007)

OSHA CERTIFICATION (2001-2003)

SANDLER SALES TRAINING - PRESIDENT'S CLUB (2001-2003)

CERTIFIED LEAN SIX SIGMA BLACK BELT PROFESSIONAL (DECEMBER 2023)

LETTERS OF RECOMMENDATION

"TO WHOM IT MAY CONCERN:

I AM PLEASED TO WRITE THIS LETTER OF RECOMMENDATION ON BEHALF OF KAT. I TRULY BELIEVE THAT SHE WILL BE AN ASSET TO ANY ORGANIZATION THAT SHE PAIRS WITH. NOT ONLY IS SHE OUTGOING, BRIGHT, AND SERVICE-MINDED, KAT WAS AN INSTRUMENTAL TEAM PLAYER WHO CONTRIBUTED TO THE SUCCESS IN SALES PROFITS FOR OUR COMPANY. FROM THE TIME THAT SHE STARTED WITH CARDINAL, I WAS IMPRESSED WITH HER DRIVE, DETERMINATION, AND TENACIOUSNESS. SHE WAS HIRED TO INTRODUCE OUR PRODUCTS TO A NEW MARKETPLACE LOCALLY. SHE CREATED A STRONG PRESENCE IN OUR AREA AND WENT ON TO EXPAND OUR MARKETS ON A NATIONWIDE AND EVEN INTERNATIONAL LEVEL AND I AM PLEASED TO SAY THAT KAT EXCEEDED SALES EXPECTATIONS EACH YEAR SHE WAS WITH US. KAT IS AN EXTREMELY TALENTED AND TRAINED SALES PROFESSIONAL WITH A PROVEN TRACK RECORD OF ACHIEVEMENT AND I HAVE NO HESITATION IN RECOMMENDING HER!

SINCERELY,

-MARLENE WISE OFFICE MANAGER, THE CARDINAL GROUP

"TO WHOM IT MAY CONCERN:

THIS LETTER IS MY PERSONAL RECOMMENDATION FOR KAT. UNTIL A YEAR AGO, I HAVE BEEN KAT'S IMMEDIATE MANAGER FOR SEVERAL YEARS. I FOUND HER TO BE CONSISTENTLY PLEASANT, TACKLING ALL ASSIGNMENTS WITH DEDICATION AND A SMILE. BESIDES BEING A JOY TO WORK WITH, KAT IS A TAKE-CHARGE PERSON WHO IS ABLE TO PRESENT CREATIVE IDEAS AND COMMUNICATE THE BENEFITS. SHE HAS SUCCESSFULLY DEVELOPED SEVERAL POLICIES AND IMPROVEMENT PLANS FOR OUR COMPANY IN CENTRAL DIVISION THAT HAVE RESULTED IN THE REDUCTION OF TURNOVER AND SAFETY INCIDENT RATE. THOUGH SHE WAS AN ASSET TO OUR HUMAN RESOURCES DEPARTMENT, KAT WAS ALSO EXTRAORDINARILY HELPFUL IN OTHER AREAS OF THE COMPANY. IN ADDITION TO WRITING EFFECTIVE TRAINING MODULES FOR ALL NEW HIRES, KATRINA ASSUMED A LEADERSHIP ROLE IN TRAINING, INSPIRING AND MOTIVATING OTHER EMPLOYEES. I HIGHLY RECOMMEND KAT FOR EMPLOYMENT. SHE IS A TEAM PLAYER AND WOULD MAKE A GREAT ASSET TO ANY ORGANIZATION. "

SINCERELY,

ALEX BRADARAN

PLANT MANAGER - ASSOCIATED MATERIALS CENTRAL DIVISION ALSIDE

"KAT IS A CONSUMMATE PROFESSIONAL WITH KEEN BUSINESS KNOWLEDGE AND JUDGMENT. I HAD THE DISTINCT PLEASURE OF WORKING WITH KAT DURING MY TENURE AS HEAD OF ALSIDE'S WINDOW AND SIDING CONTINGENT LABOR WORKFORCE. AS A TRUSTED CO-WORKER AND PARTNER, KAT WAS STEADFAST IN HER COMMITMENT TO FAIRNESS AND HIGH STANDARDS AS SHE APPLIED HER EXTENSIVE KNOWLEDGE, EXPERTISE AND DECISION-MAKING ABILITY IN ALL ASPECTS OF HER JOB. BRIGHT, ASTUTE, PERSONABLE, AND RESPONSIVENESS ARE JUST A FEW OF THE MANY QUALITIES THAT MAKE KAT A STANDOUT LEADER".

-JEREMY SHARPETA, SITE MANAGER - SELECT STAFFING

"TO WHOM IT MAY CONCERN:

PLEASE ACCEPT THIS LETTER AS MY PERSONAL RECOMMENDATION FOR KAT POHL. AS ASSISTANT HR MANAGER FOR AMI'S WINDOW PLANT DIVISION, I WORKED CLOSELY IN PARTNERSHIP WITH KAT. SHE INSTANTLY BECAME AN INTEGRAL MEMBER OF OUR TEAM HERE AT AMI.

KAT HAS AN AWARD-WINNING ATTITUDE THAT EMBRACES CHALLENGES. SHE HAS A GENEROUS SPIRIT AND IS A LOYAL AND A POSITIVE INDIVIDUAL. KATRINA DRAWS THE BEST OUT OF EVERY INDIVIDUAL, PROMOTES THEIR TALENT AND SHARES THEIR SUCCESSES.

KATRINA IS A VERY CONSCIENTIOUS EMPLOYEE WITH A STRONG WORK ETHIC. SHE MANAGED A DIFFICULT PARTNERSHIP WITH MANY OBSTACLES AND DID AN OUTSTANDING JOB. KATRINA BALANCED WORKING FOR HER EMPLOYER, FOR HER EMPLOYEES AND FOR OUR ORGANIZATION TREMENDOUSLY WELL. SHE WAS ADMIRER BY HER STAFF, HER EMPLOYEES AND THE AMI STAFF.

FOR ALL THESE REASONS, I WOULD RECOMMEND KATRINA FOR ANY JOB OPPORTUNITY THAT SHE PURSUES. SHE HAS A ZEST FOR LIFE AND HER CONTRIBUTION TO ANY ORGANIZATION WOULD BE EXTREMELY BENEFICIAL. "

SINCERELY,

CASSI CLEMENTS ASSISTANT HR MANAGER ASSOCIATED MATERIALS ALSIDE