

KAT POHL

OPERATIONS EXECUTIVE | BUSINESS TRANSFORMATION |
CUSTOMER SUCCESS OPERATIONS | ORGANIZATIONAL SCALING

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EXECUTIVE PROFILE

Operations and business transformation executive with experience leading growth, operational excellence, workforce optimization, training, compliance, customer experience, logistics, and organizational scaling. Known for building repeatable systems, developing leaders, driving accountability, and aligning people, process, technology, and financial performance.

EXECUTIVE HIGHLIGHTS

- Scaled ecommerce operations supporting approximately \$9.34M annual revenue.
- Led operational environments supporting 500+ employees within a \$300M division.
- Reduced workplace injuries by more than 80%.
- Implemented AI-enabled workflows, automation, analytics, and reporting processes.
- Directed onboarding, training, SOP creation, workforce development, and performance systems.

CORE COMPETENCIES

Business Operations • Operational Excellence • Strategic Planning • Change Management • Customer Success Operations • Workforce Optimization • Leadership Development • KPI Management • Process Improvement • AI Automation • Revenue Operations • Custom CRM

PROFESSIONAL EXPERIENCE

EXECUTIVE OPERATIONS | Ecommerce, Retail, Logistics & Growth Operations | 2014–Present

Directed multimillion-dollar operational environments, developed KPI scorecards, onboarding systems, training programs, AI workflows, reporting systems, and cross-functional operational improvements.

SITE MANAGER / DIRECTOR OF SAFETY | Associated Materials

Managed operations supporting 500+ employees, directed 33 safety officers, reduced injuries from 24 to 4 year-over-year, and delivered executive recommendations within a \$300M+ division.

ADDITIONAL LEADERSHIP EXPERIENCE

INDUSTRIAL SAFETY DIVISION LEAD | The Cardinal Group

Managed industrial safety operations, customer accounts, Department of Defense and Canadian Ministry of Defense contract support, industrial health, medical, PPE, and operational coordination.

TECHNOLOGY & ANALYTICS

Shopify • Custom CRM Platforms & Dashboards • Google Analytics • ZoomInfo • GoHighLevel • Webflow • Kajabi • API Integrations • ChatGPT • Microsoft Copilot • AI Workflow Automation • Excel • PowerPoint • Transportation Management Systems • SaaS Platforms • Dealership Software • Google Workspace

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Lean Six Sigma Black Belt | Professional in Human Resources (PHR) | OSHA Leadership Training | Workers' Compensation Administration | Sandler Leadership Training

TARGET POSITIONS

Director of Operations | Senior Director Operations | VP Operations | Head of Operations | Chief Operating Officer | Director of Customer Success Operations | Director of Organizational Development | Senior Manager Operations