

# CHRISTINA ROTHENBERGER

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EXECUTIVE LEADERSHIP | STRATEGY | OPERATIONS | INNOVATION | TRANSFORMATION

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## Contact

TO:

Executive Recruiters  
& Hiring Executives

FROM:

Christina Rothenberger

Phone:

317.698.4012

Email:

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## Cover Letter

Date: June 15, 2020

Dear Executive Recruiters & Hiring Executives,

I often compare my career to a life-long practicum, as I have had the opportunity to contribute and learn in a diverse set of executive leadership roles across equally diverse industries. I have become an expert at rapidly acquiring the domain knowledge necessary to make an impact on an organization and its people.

Most recently, I initiated and led a global transformation program for a leading hospitality company, my first foray into the hospitality sector and gained expertise in new domains such as revenue management, strategic sourcing, and master data management. In this role, I also had the challenge of shifting the operating mindset of independent unit general managers, many who had been in place for decades. I led efforts in developing a change management program that ensured collaboration with managers and development of solutions designed for adoption.

I have also had the opportunity to work on a global scale. For example, at a global irrigation manufacturer, I was responsible for enabling business expansion in Asia, researching and developing our strategy for expansion in Korea, China, Japan and Singapore.

I am currently seeking an executive leadership role, where I can impact people and company performance, such as a chief operating, administrative, or technology officer, or serving as a highly activist chief human resource officer. In any of these roles, I can effectively and sustainably bridge any gaps between people, technology and process, and the desired business performance. I appreciate your consideration and look forward to hearing from you soon.

Sincerely,



Christina Rothenberger

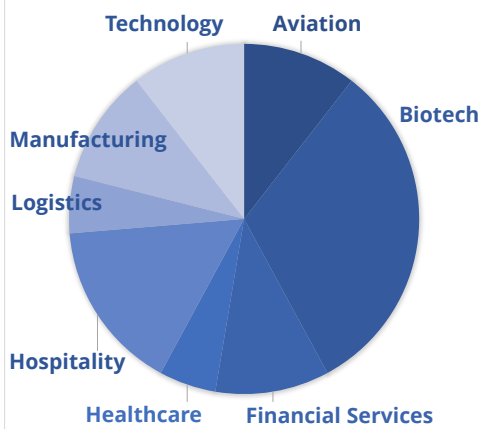
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317.590.3467 | cdrothenberger@gmail.com

## About Me

### DIVERSE INDUSTRY EXPERIENCE



### DEEP FUNCTIONAL EXPERTISE



### GLOBAL EXPOSURE



## Education

**Indiana University**  
Kelley School of Business  
M.S. Strategic Management  
M.B.A.

**University of Indianapolis**  
B.S. Chemistry and Mathematics

## Certifications

**Certified Change Management Practitioner**



**Lean Six Sigma Black Belt**



**Program Management Professional**

**Global Professional in Human Resources**



**Advanced Change Practitioner**



**Human Resource Information Professional**

## Work Experience



**Delaware North**  
Vice President II  
Operational Excellence

2017 - 2020

Vice President II  
HR Solutions and Services



**Rain Bird**  
Global Director  
Human Resources and Information Technology  
North America and Asia Pacific Regions

2016 - 2017



**HapFre Ventures**  
Managing Director  
Consulting

2014 - 2015

Board Member  
Strategic Advisor



**Roche**  
Senior Director  
HR Shared Services

2008 - 2014

Director  
Finance Shared Services



**Global Aviation**  
Vice President  
Shared Services

2006 - 2008

Director  
Internal Audit and Risk



**Accenture**  
Managing Consultant  
Strategy, Technology and Operations

2003 - 2006

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## Career Highlights

### International Growth

- Enabled international growth of leading global irrigation manufacturer and distributor by researching and establishing employment structure, policies and operations in 4 countries in Asia, expanding global market share 12%
- Designed and deployed new global onboarding and sales training program and platform, improving sales in first 90 days by 23%
- Led design and deployment of new administrative systems, including UltiPro HCM, global payroll, Office 365, PeopleSoft Financials and Supply Chain

### Leading through Distress

- Joined struggling airline post-bankruptcy to rebuild risk, audit and compliance functions, and identify opportunities for operational improvements
- Led due diligence for acquisition of two additional airlines, as well as subsequent evaluation of integration and shared service opportunities
- Led cross-functional project team that reviewed, recommended and implemented changes that resulted in \$125M in fuel savings in 9 months
- Created and led system integrations of all back-office, crew scheduling, and reservations platforms post acquisition, as well as entity segregation after second bankruptcy ceased 1 of 3 airline operations

2018-20

### Global Transformation

- Initiated and led 5-year, \$150M transformation program for \$4B global hospitality company with over 220 locations and >3,000 concepts
- Expected annual ROI of \$60-80M, pre-COVID, from all projects, including a mix of top line revenue improvements and expense optimization
- Established analytics team, delivering actionable insights in revenue and workforce management, strategic sourcing, and human capital management
- Created executive and front-line leader curriculum to build change capability and prepare organization for change, improving readiness by 62%

2010-12

### Shared Services Delivery

- Enabled global annual savings of \$240M through effective Finance and HR Shared Services delivery<sup>r</sup>
- Onboarded 23 sites, including 6 acquisitions, to global HR platform and processes, reducing the offer-to-start process time by two thirds.
- Developed mobile-first solution for supporting employees, AskHR, improving service times by 74%
- Designed and deployed fully digital solution for Invoice-to-Pay, decreasing cycle time by 82% and improving cash discount taking by 18%

2004-06

### Acquiring New Capabilities

- Through rotating assignments across multiple practice areas, led successful client engagements in business strategy, manufacturing operations, business combination, back-office operations, and business process automation and outsourcing
- Achieved internal and external certifications in lean, six sigma, and project management

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## Recommendations

*"I've enjoyed working with Christina. Particularly, I've been impressed with her ability to find innovative and pragmatic solutions to numerous complex matters we had to solve. Her outstanding leadership skills not only allowed her to develop her team of direct reports, but also to effectively manage a diverse group of customers and stakeholders in a global environment. She showed a great level of passion, commitment and persistence, and thus was able to drive and significantly contribute to any of the projects we have been working on together. I feel privileged to have worked with Christina!"*

**Stefan Gamp**  
Head of Business Process Management, Methodology,  
Strategy & Architecture - Roche

*"Christina is a confident leader. I have had the privilege of working with her in 2 different roles at Roche Diagnostics. She has a distinct and focused vision. Christina is also great at finding the potential in an employee. I can speak firsthand on my personal career development under the leadership of Christina. I would highly recommend her to lead a vast array of business areas, as her knowledge and experience will bring success to any team that she leads."*

**Christopher Loudonback**  
Quality Assurance Manager - Roche

*"Christina supported my work group in her Human Resources role at Rain Bird and became an integral part of the team. She brought interesting insights to the group but also got things done! She is a great combination of a thinker and a 'doer'. I particularly appreciated the work she did with our People Management Software that made managing a field sales force easier for the managers and more comfortable for our employees."*

**Paul Lierheimer**  
Global Head of Contractor SBU - Rain Bird

*"Christina has been a great partner because of her ability to absorb volumes of information from multiple sources, quickly draw conclusions on that information, and then make appropriate recommendations. The speed at which she can do this is impressive. Christina's ability to balance field management needs and corporate initiatives is a unique and tremendously valuable skill. I have no doubt she would succeed in any discipline. She is very dedicated and is particularly sensitive on making sure that the actions at corporate are having a positive impact (and are not overly burdening) to front line field operators. An excellent teammate with a can-do, get-it-done attitude."*

**Scott Perusich**  
Principle, Advisory Services - Kronos

*"I worked with Christina at Rain Bird and was immediately impressed by her knowledge and willingness to help people and the company make meaningful improvement in their results. Christina's expertise in HR, Finance and technology software tools, enabled our department to meet strategic objectives more effectively and efficiently. She is very personable and I was impressed by her natural ability to have meaningful conversations with people from all levels of the organization. She is a great partner who is highly respected by her peers."*

**Leslie Lenhart**  
Senior Manager, Communications - Rain Bird

*"Christina planned, organized and facilitated a leadership / team building event for our Flight1 leadership retreat. The event for a group of fifteen was well planned, entertaining, enjoyable, and most importantly successful at meeting our desired outcomes. Christina is very positive, energetic and easy to work with. She is focused on outcomes and driven by achieving clear goals. It is apparent that Christina is a professional and an expert in her field."*

**Marcus Stawhorn**  
President - Flight1