



## **Lauren Spagnola-Robins**

CEO & Founder, reFRAME Transformation

Lauren is a global executive, and CEO and Founder of reframe Transformation, a boutique consultancy helping organizations level-up their profitability through Business Transformation, Productivity & Cost Reduction, and scalable Enterprise Operations. Prior to launching reFRAME, Lauren spent >15 years with F500 \$16B consumer products leader Diageo managing global organizations and change agendas, implementing operational platforms, technology, shared services, centers of excellence and high-performing teams that empowered the company to grow and scale during a period of hyper-growth and globalization. A high-energy and outcome-driven change leader, she has deployed and managed teams and services across >20 countries; budgets >\$150M, project portfolios >250, and transformation programs with value delivery >\$700M.

Through strong relationships and collaboration, a bias for customer centricity, and keen focus on benchmarks and stretching KPIs, she has successfully led the implementation of strategic, operational and cultural change across functions, countries and cultures, while managing transformation portfolios, project, and Enterprise Operations delivery teams in the US, Western Europe, Hungary, India, Africa and Latin America.

As a member of the Diageo global leadership, Lauren leaned on her consulting and corporate experience in strategy, operating model design, restructuring, and portfolio delivery to transform the technology and shared services footprint as CIO for Diageo North America (\$10B). She then led the industry-recognized Productivity transformation, which (over) delivered > \$700M in value over three years, materially improving profitability and changing the performance trajectory of the business. She sponsored the global implementation of Zero-Based Budgeting, which unlocked >\$150M in savings to reallocate to revenue generating campaigns, innovations, and brand experiences. She is known for creating and leading global, virtual, diverse, smart-sourced, agile, performance and customer-focused operations and teams (budgets > \$150M); has proven results exceeding DE&I goals and footprint; and is passionate about growing leadership talent, and helping women in all walks of life to thrive. She specializes in delivering value here and now, while building sustainable foundations for the future.

Lauren is a mother of two, mentor of women, avid traveler, and global citizen from NYC. She is a member of Chief, Luminary and Ellevate women's networks, and is a community advocate, co-chairing an annual charity event to support NYC families in need, and for St Ann's Community Center in Bronx, NY. She lives on the Upper West Side with her husband, daughter (9) and son (7).