

ILANA FRENKEL KEARNS

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

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EXECUTIVE SUMMARY

Strategic Architecture: A specialist in Narrative Architecture, I translate 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.

Global Operations: 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 cross-cultural 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.

Business Continuity & Readiness: I ensure leaders move with immediate purpose—arriving exactly where they need to be, fully prepared and briefed, without ever having to ask for the "where" or "how."

Technical-Executive Liaison: 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.
- **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.
- **Global Logistics & Event Orchestration:** Directed international conferences for 500+ global delegates; managed private aviation and executive-level 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.
- **Technical Fluency & Digital Infrastructure:** Expertise in DNS security, server architecture, and M365 migrations, ensuring business continuity through complex digital infrastructure transitions.

PROFESSIONAL EXPERIENCE HIGHLIGHTS

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

- **Executive Digital Stewardship:** Serve as the hand-selected technical partner for an elite 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**
- **Elavon, Inc. (Partner to President, NA):** Managed leadership response and orchestrated bi-weekly town halls during critical organizational restructuring, advising on empathetic messaging and internal alignment.
- **TED Conferences (TEDNext 2024):** Led operational support and managed high-profile speaker relations, executing complex logistics to ensure seamless delivery on a global stage.
- **Insight Global:** Directed internal digital change management and communications strategies during a major IT Operations transition to maintain employee engagement and continuity.
- **Strategic Growth:** Design and deploy modern web architectures and digital infrastructure for clients.

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

- **Presidential Proxy & Operations:** Owned the President's office, managing the seamless integration of professional and private calendars, private aviation, and the oversight of multi-million dollar capital build-outs.
- **Organizational Communication:** Designed and launched the enterprise intranet to streamline digital collaboration; produced high-level keynotes and board-ready presentations calibrated to the leader's voice.
- **Strategic Event Orchestration:** Managed end-to-end execution for signature events, including the Governor's Ball and the Kyle Petty Charity Ride, coordinating directly with security teams and elite attendees.
- **CSR & Brand Value:** Integrated brand values into global nonprofit partnerships, strengthening corporate social responsibility and 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 of InterContinental Hotels Group into the IHG parent brand—recognized as one of the largest brand restructurings in hospitality history.
- **Mentorship in Brand Journalism:** Formally mentored by the pioneers of **Brand Journalism**; applied these principles to create "Foundational Brand Journalism" frameworks that moved the organization away from traditional PR 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.
- **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:** Orchestrated complex conferences for 500+ global delegates and managed international travel/logistics across multiple time zones, ensuring 100% compliance with diplomatic protocols.

PROFESSIONAL FOUNDATION

- **Crisis Data Analysis (S&P Global / R.L. Polk):** Analyzed complex safety data during the Bridgestone/Firestone recall to identify operational liabilities within a demanding regulatory environment.
- **Strategic Procurement (UAW-GM):** Managed the UAW-GM Suggestion Plan Program, overseeing complex sourcing and ensuring 100% adherence to rigorous brand and labor standards.
- **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.