

A. Brigitte Coles

(214) 636-1897 | gittecoles@gmail.com | <https://www.linkedin.com/in/brigitte-coles-92788768>

<https://www.brigitteportfolio.com>

Tested “zero to one” leader with a tireless drive to build and improve. Offers the ability to answer critical business questions through the creation, implementation, and iteration of processes, programs, and products that accomplish executive objectives in a strategic and measurable way. Proven ability to multitask in stressful environments to reduce operational friction and drive growth.

SKILLS

- Product Management
- Program Management
- G2M Strategy
- Operations Management
- Market Research
- Data Analysis
- Brand Growth/ Management
- Partner Development
- Revenue Operations

EXPERIENCE

Chief Strategy Officer / Vice President

July 2018 - Present

Drift Net Securities, Chicago, IL

Product and Market Strategy

- Created the strategy for, and led the execution of go-to-market strategy for 5 products; 4 software products and 1 integrated systems products in the K-12 market.
- Leads the product launch process to ensure the organization is ready to train, deploy, and support the product in the market.
- Develops, maintains, and directs implementation of product roadmaps across entire organization and business units, including prioritization of features and determining what should be included in each release.
- Facilitated the patent process; creating documentation and working with Patent Attorneys over 6 patents (2 issued and 4 pending).
- Develops business strategy for product, marketing, and partner relationships.
- Creates business cases for new products and significant product enhancements including identification of problem, proposed solution, market sizing, sales projection, costs, execution planning/management, and risk assessment.
- Develops a road map, business plan and budget for categories, products, channels and customers.
- Conduct competitive analysis of the existing marketplace and identifies areas for growth and opportunity.

Operations Management

- Conducts company wide weekly, monthly and quarterly operating mechanisms including staff meetings, business reviews and investor/board meetings.
- Manages an operations budget of approximately \$20mil/ year.

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- Develops and manages quarterly and yearly goals and KPIs across all divisions of the Company.
- Develops and reviews relevant policy to ensure compliance across departments.
- Established all Company departments and operational protocols.
- Hires, trains, and manages sales team, implementation team, engineering team, and account management team (growth to 89 people over 8 months).
- Coordinates with attorneys at Kirkland & Ellis to develop MSAs, Privacy Policies, and Terms of use documentation and contracts to ensure compliance and best practice risk management strategies are applied.

Product Management and Development

Software

- Develops and documents project parameters including scope, timeline, budget, costs, specifications and assumptions for Tier-1 Implementation projects (project over \$1 million).
- Takes products through the entirety of the product development lifecycle.
- Oversees the application of Agile and Scrum methodologies in product development.
- Creates sprints and priorities of tasks when developing a new product.
- Assists with the design of QA testing after each development sprint.
- Creates UX/UI design for new products.
- Conducts research for new products to create robust data files and databases for machine learning, Natural Language Processing, and Computer Vision components.

Hardtech

- Develops and documents project parameters including scope, timeline, budget, costs, specification.
- Developed industrial manufacturing processes and protocols for the in-house production of IoT devices.
- Improves sales and profit margins by identifying and exploiting opportunities to improve product design and costs resulting in a 125% cost reduction per hardware unit.
- Provided instruction in assembly, electronics soldering, heat set application, and PCB assembly to over 50 production employees.
- Sources electronics components from international suppliers.
- Manages logistics for over 40 different electronics components.
- Ensures that production and manufacturing capabilities align with sales forecasts and pipeline.

Revenue Generation

- Established company-wide marketing and sales departments.
- Conducted market research on current and potential customers to determine best market fit.
- Led A/B testing for call scripts, direct marketing campaigns, and indirect marketing.
- Created and oversaw the development and deployment of social media and direct marketing strategies for the Company, product launches, and programs.
- Develops ongoing sales strategy adjusting for relevant market analysis, customer analysis, and program or product initiatives.

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- Directly lobbied and sold state level government contracts.
- Creates and oversees the development of all marketing and customer facing technical training documentation.
- Works with Director of Sales and Director of Marketing to determine team needs, budget, and initiatives.
- Created and led training and development activities for BDRs, Account Executive, and Client Success/ Support personnel.
- Conducted regular pipeline reviews, sales forecasting, and territory reviews.

People Operations

- Recruited, interviewed, hired, onboarded, and trained over 80 employees in 8 months.
- Developed pathways curriculum in 10 different disciplines and coordinated with the Department of Labor to turn these pathways programs into certified Apprenticeship Programs.
- Development of Apprenticeship Programs led to eligibility for grant sponsorship cutting personnel expenses in half for approximately 75% of the Company.
- Created quarterly review metrics and format to assess Company performance in operational tasks, strategic initiatives, and culture.
- Used this format for quarterly reviews to increase company performance by 20% in operational tasks, 50% in strategic initiatives, and 110% in culture in the following quarter.
- Created and executed employee engagement assessment and used results to develop and execute initiatives that increased engagement by 35% in the following quarter.

Senior Project Manager, *Qualtrics*

August 2017 - July 2018

Provo, UT

- Generated \$1 million per quarter in project revenue with the world's biggest brands and leading research institutions.
- Managed requirements of 40-50 projects/ quarter simultaneously, including timelines, budgets, project scope, and client expectations.
- Coordinated third-party vendors, internal resources, and other partners to produce project outcomes.
- Spearheaded division-wide changes on project risk assessment and management to reduce project errors and failure to deliver on project objectives.

Senior Project Manager (Client Support), *BluePay Processing*

August 2016 - August 2017

Naperville, IL

- Created and oversaw the implementation of VoC and NPS research which lead to 1) restructuring of client services department hiring, training, and development and 2) a 25 point increase in NPS within 4 months.
- Performed evaluation of divisions in operations to determine effects of current metrics, hiring, and training.
- Created a new hiring system based on candidate profiling and risk assessment.

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- Developed and implemented new performance metrics.
- Introduced new training program and oversaw implementation leading to a division performance improvement of 125%.

Senior Strategic Advisor, Syrian High Negotiation Committee *March 2016 - May 2018*
Geneva, CH

- Assisted with psychological operations marketing content creation targeted for areas of Syria besieged by ISIS.
- Coordinated military and civilian efforts against ISIS.
- Negotiated between armed militias to coordinate efforts to fight ISIS.
- Assisted with the removal and relocation of refugees from Syria.
- Spearheaded efforts to open Syrian HNC office at UN Headquarters in Geneva; resulted in first Civil Society office at the UN.
- Maintained responsibility over all correspondence and reports to the Office of the President of the UN General Assembly.
- Created press releases for English and French speaking audiences.
- Coordinated security for executive travel and operations.
- Assisted with strategy for internal and external negotiations between civilian and political entities.
- Maintained responsibility for grant application and management, securing over, \$10mil in grant funding during my tenure.

Program Manager, Center for Dialogue and Peace *March 2015 - September 2016*
Fairfax, VA

- Created technical training materials covering topics including negotiation, law, civil society, micro-loans, and economic development.
- Managed grants and operations of refugee programs focused on women's centers and schools.
- Planned, coordinated, and managed trainings in Jordan, Turkey, and Lebanon.

Data Analyst George Mason University *August 2014 - May 2016*
Fairfax, VA

- Conducted market research within the student body at George Mason University for the purpose of developing student retention programs.
- Surveyed students in a qualitative setting for various research projects on campus.
- Ran panels of interviews for student health services to determine what health services would best serve the student population.
- Conducted segmentation studies of students on campus and provided reports to University officials on what programs would best serve the student population.

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EDUCATION

George Mason University, Fairfax, VA *Graduated December 2016*

Bachelor of Science, Organizational Conflict Analysis and Resolution

Minor degrees: Intelligence Analysis

Research Fellow

August 2014- August 2016

- Conducted field research and interviews in Egypt, Jordan, Turkey, and Israel-Palestine.
- Analyzed the recruiting patterns of Islamic State of Iraq and al-Sham (ISIS) and developed counter- recruitment strategy; resulting in the first academic paper published on ISIS.
- Created and lead counter-terrorism trainings for US State Department, FBI, and Department of Defense.

CERTIFICATIONS

Operations Management, Department of Labor

April 2022

Industrial Manufacturing, Department of Labor

April 2022

UX/UI Design, Department of Labor

April 2022

Certification in Forensic Accounting, Thomas Reuters

December 2018

Certified School Resource Officer, School Safety Advocacy Council

February 2019

Project Management Certification, APMG International

May 2017

Python Programming Bootcamp, Stack Skills

November 2018