

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. Experienced product manager with a demonstrated history of product strategy, go-to-market planning and execution, and leading user-centered design. Over 5 years of leadership experience developing products that leverage AI/ML to solve complex user challenges. Skilled in fostering relationships with executive-level stakeholders, mentoring junior talent, and delivering high-quality solutions in demanding environments.

SKILLS

- Product Management
- User-Centered Design
- G2M Strategy
- Operations Management
- Market Research
- Revenue Growth/ Management

EXPERIENCE

Offering, Asset, Accelerator Development Manager

August 2022-Present

West Monroe Partners, Chicago, IL

- Leads the AI Center of Excellence team for development of client facing solutions and go-to-market across 7 industry teams.
- Leads the AI Center of Excellence team for development of internal facing solutions to gain efficiency and increase margins on service offerings.
- Embeds with industry teams (High Tech & Software, Consumer and Industrial Products, Healthcare Payers, Healthcare Providers, Financial Services, Private Equity/ M&A, Energy & Utilities) and cross-functional capabilities to develop new service solutions and technology assets and accelerators.
- Conducts Design Thinking workshops and Design Sprints based on best practices from MIT, D.School, IDEO, and Google Ventures.
- Manages the complete product lifecycle from ideation to launch to post-launch for 11 new offerings resulting in a 15% increase in offering revenue.
- Creates Challenger Commercial Insights for marketing and sales materials
- Designs GTM strategy and process for execution for products. Conducts GTM strategy and planning for all products.
- Assesses product portfolio to identify white space and opportunity.
- Designs and optimizes team operating model to increase throughput, maximize efficiency, and reduce siloes.

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[Start Up] Chief Strategy Officer / Vice President

July 2018 - July 2022

Drift Net Securities, Chicago, IL

Product 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.
- 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 methodologies in product development.

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- 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.
- 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.

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- 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.
- 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.

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- 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 operations.
- Assisted with strategy for internal and external negotiations between civilian and political entities.
- Maintained responsibility for grant application and management, securing over, \$10 mil in grant funding.

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.

EDUCATION

Booth School of Business, University of Chicago

Currently Attending

Chicago, IL

Masters of Business Administration

Concentrations: Strategic Management, Entrepreneurship, Behavioral Science

George Mason University

Fairfax, VA

Bachelor of Science, Organizational Conflict Analysis and Resolution

Graduated

Minor degrees: Intelligence Analysis

Research Fellow

Conducted field research and interviews in Egypt, Jordan, Turkey, and Israel-Palestine.

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- 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

Design Thinking , Massachusetts Institute of Technology (MIT)	<i>July 2023</i>
Certified Insight Consultant , Challenger Inc.	<i>August 2023</i>
Operations Management , Department of Labor	<i>April 2022</i>
Industrial Manufacturing , Department of Labor	<i>April 2022</i>
UX/UI Design , Department of Labor	<i>April 2022</i>
Certification in Forensic Accounting , Thomas Reuters	<i>December 2018</i>
Certified School Resource Officer , School Safety Advocacy Council	<i>February 2019</i>
Project Management Certification , APMG International	<i>May 2017</i>
Python Programming Bootcamp , Stack Skills	<i>November 2018</i>