

SUMMARY

Strategy & transformation leader with 10+ years designing and executing operating models, leading cross-functional change, and bridging strategy with execution across complex, multi-stakeholder environments.

CORE STRENGTHS

- Operating Model Design
- Strategic Planning & Execution
- Enterprise Transformation
- Cross-Functional Leadership
- Stakeholder Alignment
- OKR & KPI Frameworks
- Human-Centered Design
- Workshop Facilitation
- Change Management
- Innovation Strategy
- Go-to-Market Strategy
- Business Case Development

EXPERIENCE

Senior Strategy Consultant, Enterprise Transformation

Oct 2025 – Present

Emplify Health

- Lead enterprise discovery across strategy and transformation initiatives using stakeholder interviews, current-state analysis, and strategic synthesis.
- Translate complex organizational challenges into actionable recommendations spanning operating model design, cross-functional initiatives, and workflow optimization.
- Design and facilitate executive workshops to align on future-state vision, strategic priorities, and execution pathways.
- Develop OKR and KPI measurement approaches tied to customer experience, workforce engagement, and operational efficiency.

Director of Strategy

Aug 2024 – Oct 2025

Emplify Health

Led strategic planning for a regional business unit within a \$6B+ integrated system

- Led strategic planning and transformation for a complex regional business unit, translating enterprise priorities into actionable strategies across business lines.
- Built a high-performance operating model connecting strategy, execution, governance, and outcomes across departments.
- Conducted internal and external scans, interviews, and synthesis to inform strategic direction and organizational decision-making.
- Created executive-ready narratives connecting mission, market dynamics, customer experience, and transformation priorities.

Director of Innovation & Product Strategy

Jan 2022 – Aug 2024

Internal Innovation Studio / Emplify Health

- Led innovation and product strategy within a corporate venture team, identifying unmet needs and designing solutions grounded in user and system realities.
- Guided 0-to-1 concept development through problem definition, pain-point exploration, solution design, and business model development.
- Aligned customer experience, business viability, and implementation feasibility across strategy, design, and operational teams.

EXPERIENCE (CONTINUED)

Founder & Strategy Director

2017 – Present

Wolf/Bear

Strategy and design consultancy for mission-driven organizations

- Designed operating models, strategic roadmaps, and innovation frameworks for emerging ventures.
- Facilitated executive alignment workshops and strategic planning sessions.
- Developed go-to-market strategies and stakeholder engagement approaches to drive growth.
- Blended design thinking, business modeling, and systems thinking to elevate client performance.

Associate Director, Strategy & Experience Design

2017 – 2021

Sustainable Brands · San Francisco, CA

Led strategy and design for multi-stakeholder experience ecosystems

- Designed multi-channel experience ecosystems aligning mission with business performance and stakeholder engagement.
- Led cross-functional teams and managed strategic partnerships across sponsors, content partners, and stakeholders.
- Developed strategic frameworks for programming and engagement that drove revenue growth and deepened relationships.

UX/UI Designer & Researcher

2015 – 2017

Saint Mary's Press · Winona, MN

- Applied user research and human-centered design methodologies to develop digital products aligned with customer needs.
- Established foundational design systems and UX frameworks that informed product development and team practices.

RELEVANT EXPERTISE

- Deep experience in operating model design, executive stakeholder management, and navigating the intersection of customer experience, organizational complexity, and operational execution.
- Strong cross-functional leadership across strategy, design, operations, and technology — with a track record of translating corporate strategy into actionable operating plans.
- Experience aligning strategic recommendations with governance, OKR frameworks, and measurable outcomes across complex, multi-stakeholder environments.
- Comfortable using AI tools to accelerate strategic workflows, synthesis, and decision-making.
- Deep cross-industry applicability — human-centered design, change management, and strategy execution approaches that transfer across verticals and organizational contexts.