

CAMILLE R. HARRIS, MBA

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PROFESSIONAL SUMMARY

Digital transformation strategist with proven ability to lead multi-level, cross-functional teams, define and solve business problems, and execute complex and creative solutions to improve processes and efficiency in both enterprise and high growth startup environments. Demonstrated history navigating ambiguous environments, defining strategy and SOPs, and implementing SaaS solutions from concept to launch through close collaboration with Product and Engineering. Ample experience presenting complex, technical information to C-level executives in a digestible format. Excellent track record managing scope, meeting milestones, analyzing data for insights, and optimizing systems and processes to drive value. Customer focused, data-driven decision maker.

CORE COMPETENCIES

- Strategic Planning and Execution
- Data Analysis and Visualization
- Continuous Process Improvement
- Product Roadmapping
- Solution Design & Build
- Customer Experience (CX)
- Agile Program & Product Management
- SaaS Strategy & Implementation
- Cross-functional Team Collaboration

CERTIFICATIONS AND PROFESSIONAL TRAINING

- Salesforce Certified Platform App Builder
- Salesforce Certified Advanced Administrator (SCAA)
- Salesforce Certified Administrator (SCA)
- Certified SAFe 5 Product Owner/Product Manager (POPM)
- Certified SAFe 5 Scrum Master (SSM)
- Certified Lean Six Sigma Green Belt (LSSGB)

PROFESSIONAL EXPERIENCE

META (FACEBOOK)

Atlanta, GA

Program Manager

October 2022-Present

- Enable 3x+ ROI on investment programs through strategic planning, resource allocation, and operational standardization
- Design and implement tooling architecture and scalable, automated processes that incentivize product adoption and growth for \$700M commercial investment program portfolio, partnering with Product, Engineering and Sales cross functional teams
- Build Tableau reports and dashboards to track incentive program performance and improve sales operations efficiency
- Derive insights from data and translate them into actionable recommendations to influence product roadmap and features
- Define business requirements, user stories & system workflows to translate them into functional and technical specifications

SALESFORCE

Atlanta, GA

Senior Enterprise Solution Engineer | Consumer Goods

October 2021-October 2022

- Received Q2 FY23 Rookie Award for exceptional performance and impact of an employee less than 12 months in role
- Served as SME through completion of Tableau Analytics Blackbelt and Loyalty Greenbelt internal certification
- Completed rigorous 8x internal certification process for core Salesforce CRM solutions including Sales Cloud, Service Cloud, Experience Cloud, Pardot, Consumer Goods Cloud, Revenue Cloud (CPQ) and Platform
- Mentored new hires through onboarding to ensure sufficient product & process expertise to drive C-level conversations
- Identified internal process gaps and partner with leadership to define new programs to improve operational efficacy
- Developed and delivered innovative, custom CRM solutions to executives to address business needs and demonstrate ROI
- Coordinated and led the solution cycle through close collaboration with internal & external teams to attain ACV targets
- Presented full scope product demonstrations and proof of concepts to C-suite while overcoming technical objections

VOXIE (*Seed - Series A startup*)

Atlanta, GA

Senior Manager, Client Strategy and Customer Success | Franchise and Enterprise

December 2020-October 2021

Manager, Client Strategy and Customer Success | Franchise

November 2020-December 2020

- Doubled company ARR by leading pilot strategy for largest enterprise client in company history, resulting in over 86x ROI
- Managed a book of 10 accounts (\$2.2M ARR) across retail, service, and restaurant passion brands to drive deep product activation and grow customer accounts and relationships with 100% pilot conversion rate & 100% positive reviews post-pilot
- Onboarded customers, designed implementation strategy, built integrations with Zapier, configured customized platform AI solutions, wrote creative campaign copy, and built reporting dashboards with Metabase BI and SQL to drive maximum ROI
- Partnered with Product and Engineering to translate business needs & product requirements into product roadmap
- Built & tested complex logic for automating conversational text message strategies to create 1:1 conversations at scale
- Performed strategic planning to identify & prioritize business goals, define KPIs & growth strategies, and allocate resources
- Identified customer objectives to develop best practices and repeatable playbooks for success across franchise and enterprise
- Enabled, coached and developed junior members of the Customer Success and Support teams as a servant leader

ENTREPRENEURSHIP

Atlanta, GA

Business Owner

January 2015-January 2021

- Built eCommerce brands on Shopify & Etsy, integrated with Google Analytics and Mailchimp, to explore capabilities in marketing automation, digital campaigns, SEO, and web analytics
- Owned and operated a cake pop business catering events up to 500 people

COGNIZANT CONSULTING

Atlanta, GA

Senior Consultant (Manager) | Retail, Consumer Goods, Travel and Hospitality

August 2019-November 2020

PepsiCo North America Beverages

- Assessed current state of 200+ applications and conducted gap analysis to recommend strategy for SAP transformation
- Analyzed large data sets; designed user-friendly processes for cleaning, transforming, and managing data using Excel
- Administered information gathering sessions with 70+ SMEs to create interface specifications & wiring diagrams using Excel & Visio, demonstrating complexity of 2,200+ integrations
- Liaised with internal & external executive leadership while managing cross-functional teams, SMEs and stakeholders across time zones to deliver outstanding client results by implementing value-driving recommendations to support GTM initiatives
- Defined project plan & schedule, gathered business requirements, documented processes, managed deliverables & communicated project status to executives for M&A activities to seamlessly migrate acquired business to client systems

NYU STERN PARTNERS

New York, NY

MBA Strategy Consultant

May 2018-May 2019

Partnered directly with C-suite/senior executives and MBA peers to deliver strategic solutions for live business challenges.

Givaudan (*Leading fragrance and flavors manufacturer*)

- Proposed new demand forecasting strategy, organizational restructuring, and objectives and key results (OKRs) for improving forecasting accuracy during volatile trends; provided solutions for supply, communication, and process pain points

The Laundress (*Luxury fabric care and home cleaning solutions brand*)

- Performed target segmentation study, assessment of digital channels & marketing campaigns, and competitive analysis to develop a go-to-market strategy for a new brand identity; presented to The Laundress Co-Founder

Century 21 Stores (*Iconic luxury department store chain*)

- Developed business plan and GTM strategy for a sub-brand to increase long-term engagement with younger demographic
- Crafted brand identity, in-store and online experiences, store test concepts, digital strategy, and KPIs for sub-brand

The Metropolitan Museum of Art

- Redesigned the Apollo Circle membership program by crafting a new brand image, membership experience and program structure to grow program revenue while retaining exclusivity; elected winning proposal out of 6 teams by executives

MANHATTAN ASSOCIATES

Atlanta, GA

Lead Solutions Consultant

June 2016-March 2018

- Led cross-functional teams of 5-10 in SaaS Transportation Management System implementations for Fortune 500 companies
- Responsible for project plan and schedule, business requirements gathering, developing and executing test cases for software modifications, defect resolution, user training, and managing client relationships by providing business and systems expertise
- Used Excel & SQL to analyze order consolidation & shipment resourcing data to dynamically optimize shipment configurations and reduce overall shipping costs; authored SaaS handbook after achieving 1st zero-critical-issue go-live
- Designed creative solutions to work around system limitations and ensure optimized shipment building and pricing

SONOCO PRODUCTS COMPANY

Hartsville, SC

Lean Six Sigma Greenbelt Capstone Primary Student Analyst

January 2016-May 2016

- Designed an Excel model for selecting SKUs for inventory buildup during lean periods and calculating maximum target inventory levels for increased service level; created SOP for use of the inventory selection model at all locations
- Developed a decision framework using Visio for utilizing excess capacity during lean periods to increase efficiencies in meeting customer demand for high sales, high volume items and reduce outsourcing

USC MOORE SCHOOL OF BUSINESS

Columbia, SC

Global Supply Chain and Operations Management Student Analyst

January 2013-January 2016

SKILLS

- Expert: Software-as-a-Service (SaaS), Cloud, Salesforce CRM, Microsoft Office 365 (Excel, Yammer, PowerPoint, Visio, Project, SharePoint, Word), G Suite (Google Drive, Sheets, Slides), Twilio, FormAssembly, Asana
- Intermediate: Tableau, Zapier, Metabase BI, SQL, APIs, Google Analytics, XML, Jira, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Electronic Data Interchange (EDI), WordPress, Shopify, Etsy, Mailchimp
- Novice: Python, HTML, Machine Learning (ML), Artificial Intelligence (AI), Search Engine Optimization (SEO)

EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business

New York, NY

Master of Business Administration

May 2019

- Specializations in Business Analytics, Digital Marketing, Strategy

UNIVERSITY OF SOUTH CAROLINA, Moore School of Business, SC Honors College

Columbia, SC

Bachelor of Science, Business Administration | Summa Cum Laude with Honors

May 2016

- Majors in International Business, Marketing, Supply Chain Operations Management | Minors in Retail, Spanish

ADDITIONAL INFORMATION

- **Professional Affiliations:** National Black MBA Association, Scaled Agile
- **Interests:** Travel (31 countries), Entrepreneurship (eCommerce brand, cake pop business), Beauty (nail art blogger), Tennis
- **Favorite Quote:** "A jack of all trades is a master of none, but oftentimes better than a master of one."