

# CAMILLE R. HARRIS, MBA

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## PROFESSIONAL SUMMARY

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Digital transformation strategist with extensive skills and experiences applicable across roles and industries. 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 implementing SaaS solutions from concept to launch through cross-departmental collaboration. Highly organized, strong oral and written communicator with 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 with strong client and team rapport.

## CORE COMPETENCIES

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- Strategic Planning & Execution
- Stakeholder Management
- Cross-functional Team Collaboration
- Data Analysis and Visualization
- Solution Design & Build
- Agile Project & Product Management
- Continuous Process Improvement
- Customer Experience
- SaaS Strategy & Implementation

## CERTIFICATIONS AND PROFESSIONAL TRAINING

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- Salesforce Certified Advanced Administrator (SCAA), *Salesforce*
- Salesforce Certified Administrator (SCA), *Salesforce*
- Certified Lean Six Sigma Green Belt, Sonoco Products Company and USC
- Certified SAFe 5 Product Owner/Product Manager (POPM), *Scaled Agile*
- Certified SAFe 5 Scrum Master (SSM), *Scaled Agile*
- DevOps Fundamentals Certified, *Cognizant Cloud Capability Academy*
- Google Analytics Individual Qualification, *Google*

## PROFESSIONAL EXPERIENCE

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### SALESFORCE

#### Senior Enterprise Solution Engineer | Consumer Goods

**Atlanta, GA**  
**October 2021-Present**

- Develop and deliver innovative, custom CRM solutions to stakeholders to address business needs and demonstrate ROI
- Coordinate and lead the solution cycle through close collaboration with internal & external teams to attain ACV targets
- Present full scope product demonstrations and proof of concepts to C-suite while overcoming technical objections

### VOXIE (Seed - Series A startup)

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

**Atlanta, GA**  
**November 2020-October 2021**

- Doubled company ARR by leading pilot strategy for largest enterprise client in company history, resulting in over 86x ROI
- Manage 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
- Onboard customers, design implementation strategy, build integrations with Zapier, configure customized platform solutions, write creative campaign copy, and build reporting dashboards with Metabase and SQL to drive maximum ROI
- Partner with cross-functional team members to translate business needs & product requirements into product roadmap
- Build & test complex logic for automating conversational text message strategies to create 1:1 conversations at scale
- Perform strategic planning to identify & prioritize business goals, define KPIs & growth strategies, and allocate resources
- Identify customer objectives to develop repeatable playbooks for success; guide and coach franchise and enterprise customers on using a new technology by building and providing best practice recommendations to achieve their strategic goals
- Enable, coach and develop junior members of the Customer Success and Support teams as a servant leader

### ENTREPRENEURSHIP

#### Business Owner

**Atlanta, GA**  
**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 BUSINESS CONSULTING

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

**Atlanta, GA**  
**August 2019-November 2020**

#### *PepsiCo North America Beverages*

- Liaised with internal & external executive leadership while managing cross-functional teams across time zones, SMEs and stakeholders 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
- 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

**NYU STERN PARTNERS**  
**MBA Strategy Consultant**

**New York, NY**  
**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)*

- Collaborated with team of 3 and director level executives to recommend new approach to demand forecasting and organizational restructuring to improve forecasting accuracy during volatile trends
- Developed internal & external performance metrics (KPIs) for strategic visibility into financial impacts
- Analyzed current state processes and historical forecasting data to identify pain points and analyze root causes
- Designed future state process flow to resolve supply, communication and process issues using Visio

*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)*

- Led team of 4 MBA students working alongside C21 Co-Owners, CEO, CMO and senior leadership
- Developed business plan and GTM strategy for a sub-brand to increase long-term engagement with younger demographic
- Conducted market research through competitive analysis and target customer surveys to assess current brand perceptions and derive consumer insights regarding desired state
- 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 leading team of 8 in 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 The Met executives based on strategy feasibility and recommendation creativity

**MANHATTAN ASSOCIATES**

**Atlanta, GA**

**Lead Supply Chain Solutions Consultant**

**June 2016-March 2018**

- Served as the liaison between clients and software product development team, supporting implementations and ensuring client satisfaction for customers across a broad range of industries, including government, industrial and retail.
- 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 Primary Analyst**

**January 2016-May 2016**

- Analyzed capacity limitations and production inefficiencies due to demand seasonality
- 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 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 Analyst**

**January 2013-January 2016**

**SKILLS**

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

**EDUCATION**

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**NEW YORK UNIVERSITY, Leonard N. Stern School of Business**

**New York, NY**

**Master of Business Administration**

**May 2019**

- Specializations in Digital Marketing, Strategy, Business Analytics | Concentration in Fashion, Luxury & Retail

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

**Columbia, SC**

**Bachelor of Science, Business Administration**

**May 2016**

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

**ADDITIONAL INFORMATION**

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- **Professional Affiliations:** National Black MBA Association, Scaled Agile
- **Volunteer:** Children's Ministry Leader, Professional Mentorship, Habitat for Humanity, Salvation Army
- **Interests:** Travel (29 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."