

EMILY WATTS

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SUMMARY

Accomplished business executive and entrepreneur with 15+ years of experience leading teams in go-to-market strategy, operations, and product strategy at Fortune 50 and start-up companies. Excellent track-record in building teams, processes, and cross-functional leadership. Accomplishments include:

- Supported \$50m+ sale of Sling
- Grew Xfinity Mobile customer base 300%
- Drove 40% revenue growth at Sling
- Improved profits of top Samsung account by 3%

KUNAI CONSULTING

Bay Area & Philadelphia

Technology and product development consulting startup focused on the financial services sector

2023 – Present

Vice President, Business Operations (Short-term to prepare for investment after COO/CPO departed)

- Oversee international operations, including HR/people operations, strategic planning, finance, legal, and IT/compliance, driving successful growth from \$22M to \$30M in 2023
- Implement a quarterly planning and budgeting process that improved team connectivity and profitability
- Guide the organization through a cash flow crunch, building an efficient finance team and identifying cost efficiencies to improve profitability by 5%
- Revitalize people operations processes to enhance new hire onboarding, performance reviews, and career development, to improve employee retention and client NPS
- Lead cross-functional improvements in resource management, NPS, and core businesses processes
- Assist in investor search efforts, preparing data room documents and participating in investor calls

SLING (Acquired by Toast July 2022)

NYC & Philadelphia

Sling is a B2B SaaS company providing employee scheduling solutions to small and medium enterprises

2022 – 2023

Chief Operating Officer

- Guided the company through a [successful exit to Toast](#) and navigated company through the integration process
- Spearheaded international operations with focus on growth strategies, OKR planning, P&L management, and HR/people operations
- Streamlined go-to-market strategy resulting in 40% revenue growth in 6 months
- Constructed comprehensive HR function, including rollout of HRIS, workforce planning, eNPS, and performance reviews - grew team by 15% with 95% retention

XFINITY MOBILE

Philadelphia, PA

Startup launched within Comcast NBCUniversal and grew to become top 4 wireless carrier in the US

2018 – 2022

Sr. Director, Growth Operations/Product Go-to-Market

- Successfully expanded the go-to-market and competitive intelligence teams from 0 to 10 in 3 years, resulting in 300% revenue growth
- Developed and implemented effective go-to-market processes and facilitated cross-functional alignment for major product launches, including the successful introduction of 5G technology
- Strategically defined marketing strategies to drive accelerated growth and achieve a 15% reduction in churn
- Oversaw end-to-end product development for various key features, such as innovative pricing and packaging
- Utilized data-driven insights, encompassing competitor analysis, customer feedback, and financial metrics, to guide the development and prioritization of the product and marketing roadmaps

SAMSUNG

Leading global consumer electronics business

New York, NY

2016 – 2018

Strategy & Operations Manager, B2C and B2B

- Led cross-functional teams to deliver strategic initiatives for the US and Korea-based Executive teams, including:
 - Identified profitability improvement and growth areas for Best Buy account and implemented a plan to achieve ~\$150m savings and 3% profitability improvement.
 - Improved new retail partner onboarding time by 75%, helping realize sales revenue faster and improving customer relationships. Developed process maps and training to ensure consistent application of processes by Sales team
 - Led a digital transformation, including an organizational redesign to improve Samsung.com channel performance
- Organized annual sales meeting to showcase new product and strengthen relationships with top 50 US partners

BOOZ ALLEN HAMILTON

Management consulting business, serving clients in government and other regulated industries

Washington, DC

2014 – 2016

Associate, Financial Services Clients

- Led the launch and performance management of a new IT product at a multilateral bank
- Planned and developed global strategic communication campaign, driving awareness and 480% increase in adoption of a new financial management product. Crafted communication assets (videos, emails, FAQ sessions) for different stakeholders

EDUCATION

COLUMBIA UNIVERSITY, School of International and Public Affairs

2013

MA, **International Finance and Economic Policy**, Specialization: **Management**

New York, NY

UNIVERSITY OF VERMONT

BA, Latin American Studies, Minor: Spanish & Applied Economics

2007

Burlington, VT & Buenos Aires, Argentina