

Emily Burton-Weinman

Strategic Operations, Process Improvement and Project Management Leader | Executive MBA



I am a force multiplier for strategic execution, risk mitigation, and value creation. My career spans technical and operational leadership roles across global service delivery, enterprise-wide initiatives, and complex transformations in ecommerce and SaaS. Working across internal and external stakeholders, I combine business and legal acumen with the ability to shape strategy and align teams, systems, and priorities to drive outcomes. Whether across technology, operations, or product, I translate strategy into action, solve complex problems, and get things done.

CAREER HISTORY

Digital River, Inc.

Minnetonka, MN

Interim Chief Operations Officer

2025-2025

SVP, Strategic Enablement

2024-2025

VP, Partner Enablement

2020-2024

Senior Director, Global

Delivery

2019-2020

Progressive Leadership Roles

2000-2019

Rally SuperStore

Minneapolis, MN

Founder, Store Logistics and

Product Development

2006-2020

Upstage Musical Theatre

Workshop

Minneapolis, MN

Founder, Program Director,

Development Lead

2006-2012

EDUCATION

Howard University,

Washington D.C.

Executive MBA

University of Minnesota,

Law School,

Minneapolis, MN.

Juris Doctor (JD), Law

Hamline University,

Saint Paul, MN.

B.A. Psychology, Theater,

Physics

EXPERTISE

- Translating strategy into operating results
- Designing scalable, resilient operating models
- Anticipating and mitigating risk in complex environments
- Global, cross-functional execution leadership
- Partner-enabled growth and innovation
- Trust-driven organizational alignment

KEY SUCCESSES

- Drove a 15% increase in operational efficiency at Digital River, creating scalable, disciplined revenue operations through enterprise-wide sales automation.
- Halved customer implementation time at Digital River, accelerating time-to-value, improving satisfaction, and speeding revenue recognition through a global onboarding transformation.
- Redesigned the professional services operating model, shifting Digital River to partner-first, API-driven delivery to unlock scale, flexibility, and margin leverage.
- Delivered 10x+ performance gains in Digital River's core platforms, de-risking peak demand and enabling record-setting holiday transaction volumes without service disruption.
- Built and scaled a national merchandising and e-commerce business, called Rally SuperStore, demonstrating end-to-end ownership across product, operations, and revenue growth.
- Founded and led a nonprofit education organization, showcasing enterprise-level leadership in program design, operations, fundraising, and people development.

TARGET OPPORTUNITIES

Executive leader in SaaS, technology, and/or services organizations where growth is driven by scaling delivery, customer success, and operations at the intersection of people, platforms, and AI.

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