

Emily Burton-Weinman

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Trusted to lead enterprise change beyond role, function, and expectation

CORE CAPABILITIES

Enterprise Transformation | Operating Model Design | Global Operations & Delivery | Revenue & Customer Operations | AI-Driven Process Automation | Partner Ecosystems | Executive Alignment & Governance | Scalable Performance Systems

EXECUTIVE SUMMARY

I am a force multiplier for strategic execution, risk mitigation, and value creation. My career spans technical and operational leadership roles in global service delivery, enterprise-wide initiatives, and pivotal transformations in ecommerce and SaaS. A trusted partner to executive leadership, I am consistently called upon to lead cross-functional, enterprise-level initiatives that shape strategy and align teams, systems, and priorities to drive scalable, organization-wide impact. I combine business and legal acumen with strategic and operational expertise to solve complex problems, unlock opportunities, and deliver results. I'm known for steady leadership, cross-functional alignment, and operational continuity in complex, high-stakes environments.

PROFESSIONAL EXPERIENCE

Digital River, Inc., Minnetonka, MN 2000–2025
Digital River, Inc. provided API-based global commerce capabilities, acting as the merchant of record to simplify international selling through integrated payments, fraud prevention, tax calculation / remittance, and compliance (often paired with order management and ecommerce services).

Interim Chief Operations Officer (2025–2025)

Selected by the CEO to step into an unplanned leadership transition, providing enterprise-wide stability while leading Operations, Technology, Engineering, and Project Management through organizational change. Served as a key executive partner to maintain continuity, alignment, and forward momentum. Reported to the President.

- Served as executive integrator across Operations, Technology, and Engineering, establishing clear priorities, governance, and decision frameworks during leadership transition.
- Stabilized operating rhythm and cross-functional execution, maintaining business continuity and performance through organizational uncertainty and winddown.
- Retained over 95% of critical talent required to sustain operations during business contraction.
- Maintained zero system downtime, ensuring uninterrupted global commerce operations.

Senior Vice President, Strategic Enablement (2024–2025)

Brought in to lead enterprise-wide enablement and transformation initiatives across Sales Operations, Delivery, and Executive Leadership. Aligned cross-functional priorities, translated strategy into execution, and built scalable operating models to support enterprise growth. Reported to the COO.

- Accelerated revenue operations performance by 15% by leading AI-driven sales operations transformation and execution governance redesign.
- Increased SDR productivity 5X through adoption of AI-enabled research tools and workflows.
- Aligned executive leadership around strategy and execution, reinforcing accountability and embedding feedback loops to accelerate decision-making and reduce execution friction.

Vice President, Partner Enablement (2020–2024)

Led global SaaS onboarding and partner-enabled delivery functions including Project Management, Solution Architecture, Web Development, and QA. Relied on to drive cross-functional initiatives that improved time-to-value, scaled implementations, and advanced a partner-first delivery model. Reported to C-Suite.

- Halved time-to-value for new customers by leading a global onboarding transformation that integrated AI-enabled automation and partner-led delivery models, increasing throughput, flexibility, and scalable execution capacity.
- Built and led a globally distributed implementation organization, establishing operating discipline that sustained quality at scale.
- Selected to build an enterprise Training and Knowledge Management function from the ground up, standing up the team, tools, and processes to enable scalable execution and capability.
- Maintained predictable delivery performance under rapid growth while improving efficiency and capacity to increase revenue throughput without proportional cost growth.

Senior Director, Global Delivery (2019–2020)

Led global, cross-functional SaaS delivery teams responsible for enterprise implementations. Recognized for driving alignment and operational rigor across teams to improve delivery scalability and execution consistency.

- Ensured predictable, on-time, on-budget delivery of complex SaaS implementations for enterprise customers through disciplined global execution.
- Redefined Digital River’s delivery model by launching a partner-first approach that shifted execution ownership and unlocked scalable growth.
- Accelerated customer time-to-value at scale through AI, automation, and standardized delivery frameworks adopted across global teams.

Additional Roles, Progressive Leadership (2000–2019)

Built and led global professional services, delivery, and operations organizations over nearly two decades, progressing through roles including Director of Global Delivery, Senior Program Manager, and Web Delivery Manager. Led complex client-facing implementation programs for enterprise customers, such as Microsoft and Samsung, and was regularly called upon to lead cross-functional initiatives beyond core role scope. Directed enterprise-wide programs spanning delivery operations, process improvement, and organizational effectiveness, strengthening customer outcomes, operational rigor, and scalable execution foundations that supported Digital River’s long-term growth and transformation.

ENTREPRENEURSHIP

Rally Super Store, Minneapolis, MN 2006–2020

Founder, Store Logistics and Product Development

- Founded merchandise company supporting national motorsports series and its fans. Led both the development of new products and event management for pop-up store. Successful exit in 2025.

Upstage Musical Theatre Workshop, Minneapolis, MN 2005–2012

Founder, Program Director, Development Lead

- Founded a nonprofit theatre education company, teaching youths not only the basics of theatre arts, but also confidence and social skills. Led program development, event planning, fundraising.

EDUCATION

Howard University, School of Business, Washington D.C. Executive MBA, Beta Gamma Sigma

University of Minnesota, Law School, Minneapolis, MN. Juris Doctor (JD), Law

Hamline University, St. Paul, MN. Bachelor of Arts, Psychology, Theater Arts, Physics

AWARDS & CERTIFICATIONS

Certificate - Artificial Intelligence: Implications for Business Strategy – MIT Sloan School of Management and CSAIL – 2025

Certificate - Women in Leadership: Becoming an Agent of Change – MIT Professional Education – 2023

SKILLS

Strategic & Operational Leadership:

Operating Model Design & Execution, Enterprise Transformation, Global Operations & Delivery Leadership, Cross-Functional Program Leadership, Revenue & Customer Operations, Operational Planning & Execution, OKRs & KPI Frameworks, Performance Management Systems, Governance & Decision Frameworks, Data-Driven Insights & Analytics, Scalable Process Design, Continuous Improvement

Customer & Partner Experience:

Customer Lifecycle Strategy & Execution, Customer Success & Retention, Professional Services Delivery, Partner Ecosystem Strategy & Enablement, Post-Sales Experience Optimization, Voice of the Customer (VoC) Programs, Customer Outcomes & Time-to-Value Acceleration

Technology & Innovation:

AI-Driven Process Automation, AI Adoption & Workflow Integration, AI-Enabled Sales & Customer Operations, SaaS Implementation & Deployment, Platform & API-First Delivery Models, Digital Transformation, Systems Enablement & Technology Adoption, Scalable Infrastructure & Tooling

Collaboration & Work Platformss: Salesforce, Jira, Asana, Miro, Slack, Microsoft Teams, Zoom, Google Workspace, Smartsheet, ServiceNow, Confluence, GitHub

Leadership & Team Development:

Organizational Design & Capability Building, Change Leadership, Cross-Functional Team Leadership, Executive Stakeholder Alignment & Influence, High-Performance Team Development, Coaching & Talent Development, Enterprise Communication & Engagement, Data-Informed Decision Making, DEI Leadership

Business & Legal Acumen:

Financial Management & Budgeting, Unit Economics & Margin Optimization, Strategic Planning & Execution, Risk Management & Regulatory Awareness, Analytical Problem Solving, Enterprise Decision-Making, Complex Program & Initiative Leadership