



## Shea Sullivan

Executive Business Consultant

### BACKGROUND SUMMARY

Shea is a solutions-driven executive and strategic partner with over 20 years of proven impact across the consumer goods, manufacturing, and services industries, consistently delivering measurable business transformation outcomes. She is passionate about operational business strategy, organizational change, process improvement, and strategic planning. Shea is recognized for driving business readiness, end-user adoption, and the successful execution of enterprise-wide initiatives. She builds trust across cross-functional teams and delivers sustained improvements in business performance, data integrity, system integration, and customer experience. A catalyst for organizational transformation, Shea fosters cultures of curiosity, continuous improvement, and collaboration. She has a proven track record in strengthening leadership teams, enhancing customer engagement, and shaping positive organizational culture.

### SELECT EXPERIENCE

Head of Business Transformation  
Director  
Strategic Advisor  
Interim COO  
Interim VP Shared Services  
Engineering Manager  
Business Analyst

### CORE COMPETENCIES

Executive Leadership  
Business Transformation  
Team Building, Coaching, & Mentoring  
M&A Integration  
Engineering Leadership  
Customer Experience & Engagement (CX)  
Program Office Creation & Management  
Engineering & IT Governance  
IT Leadership  
Stakeholder Engagement, Influence & Networking  
Contract Negotiation & Management  
Operational Efficiency & Business Strategy  
Organizational Change Management  
Partner, Vendor, Contingent Labor Management  
Product Management & Design  
Talent/Competency Assessment

### EXPERTISE & ACHIEVEMENTS

- **Directed integration and onboarding** of two acquired companies to ensure a smooth transition and operational alignment
- **Led deployment of a comprehensive upgrade** to CRM and ERP systems for a PE-backed manufacturer, enhancing process efficiency, data visibility, and user experience
- **Led initiatives from \$10MM to \$200MM**, reporting primarily to the CEO and/or COO
- **Led initiatives for AdoreMe brand onboarding** into Victoria's Secret

### PROFESSIONAL HIGHLIGHTS

**Strategic Consulting:** Shea has consulted companies in business transformation, operational improvements, human capital realignment, and data and system architecture. For a design and manufacturing company, she served as a Strategic Advisor and Program Leader for interdepartmental process restructures (\$200M). Shea reinvented the sales cycle to be inclusive of providing visibility to quote exposure in the market, landed job reporting, and improved reliability of revenue modeling due to the removal of redundant data and optimizing the use of core business systems (Salesforce/CRM, Epicor/ERP). She also created a rolling sales forecast by reestablishing data architectures and ownership of information. Shea educated ownership of system capabilities unutilized and enabled a consistent flow of customer behavior insight, replacing a 5-day wait time for manual data compilation. Shea improved the time-to-market process by enabling a gating model from ideation to shipment across all shared services. She enabled labor tracking visibility through all portions of the job cycle, inclusive of labor service Go-Back fees, and aligned actuals to estimates. Her efforts were inclusive of 8 different systems and data feeds at the start.

As a Digital Transformation Consultant for Victoria's Secret (Digital Transformation Office, \$6.3B), Shea led initiatives related to the AdoreMe brand onboarding while leveraging the technology benefits of the brand. The products supported were web, app, home try-on, and product onboarding strategies. Her focus was on translating technical project needs back to the business at a critical point in the launch, with legal, procurement, distribution, marketing, branding, and program performance reporting as primary areas of the engagement. Shea's achievements included the elimination of redundant decision-making and operational spin, delivering business alignment methodologies for project management and sustained methodologies post-launch. She ensured a plan for initial launch reporting and provided targeted metrics for a continued ramp-up of available data and actionable KPIs.