

ERIKA ALEMANY

New York, NY | 973-558-4270 | erikaalemany.ea@gmail.com | LinkedIn.com/in/erika-alemany | erikaalemany.com

STRATEGIC PROGRAMS & OPERATIONS LEADER

Program management leader with proven experience optimizing operations in digital and AI-powered environments with a strategic approach. Demonstrated success fostering continuous improvements and implementing scalable solutions that enhance efficiency, security, and collaboration in complex, matrix, and fast paced organizations. Expert at navigating uncertainty while maintaining stakeholder alignment and delivering measurable business impact. Track record of leading global, cross-functional teams and managing mission-critical programs that consistently exceed objectives through iterative refinement and process improvements and optimization across diverse business functions.

AREA OF EXPERTISE

- **PROGRAM/PROJECT MANAGEMENT SKILLS:** Program Deployment | Stakeholder Engagement & Management | Program Lifecycle Management | Change & Risk Management | Vendor Management | Budgeting | Process Optimization | Thought Leadership
- **LEADERSHIP SKILLS:** Team Building | Negotiation | Conflict Resolution | Strategic Planning | Decision Making | Global Team Leadership
- **METHODOLOGIES:** Agile | Scrum | Waterfall | Lean | Six Sigma | Kanban
- **BUSINESS MANAGEMENT:** Data Analytics | Marketing Strategy & Operations | Budget & Vendor Management | Team Development & Management | Strategic Planning & Execution | Executive Reporting | Digital Marketing & SEO
- **SPECIALIZED EXPERTISE:** Remote/Distributed Team Leadership | Developer Platform Operations | Security & Compliance Management | Cross-functional Program Governance | Stakeholder Alignment & Communication

EXPERIENCE

AMAZON – REMOTE

JUNE 2019 – PRESENT

GLOBAL MARKETING STRATEGY & OPERATIONS MANAGER, AUDIBLE

NOVEMBER 2023 - PRESENT

Marketing Strategy & Operations team was created to drive unified marketing strategies, optimize resource allocation, and maximize business impact, while prioritizing scalable solutions and long-term growth. Collaborated cross-functionally to improve operational efficiency, streamline processes, and ensure alignment with strategic business objectives.

- Architected and executed comprehensive process transformation program across 11 global marketplaces, resulting in 25% quality improvement and 30% faster cycle times through Six Sigma methodologies
- Coordinated strategic operations across marketing, product marketing, product and tech development, led a 9-person cross-functional team; delivered strategic guidance to ensure high-quality, legally compliant content across all initiatives
- Engineered enterprise-wide localization system using Agile frameworks, implementing automated SLA tracking and notifications achieving 95% on-time delivery
- Developed and deployed data-driven key performance indicators (KPIs) framework to measure content quality, cycle time, and asset completeness for internal and agency projects
- Authored Global Contractor Policy in collaboration with Legal and Human Resources ensuring 100% compliance across 11 marketplaces to inform hiring decisions based on business strategy and local laws
- Implemented global customer issue management framework, enhancing transparency efficiency, accountability and feedback loop; resulting in 45% faster resolution times and increased stakeholder satisfaction
- Managed external agency relationships and \$200K+ budget for major global marketing initiatives
- Led high-pressure, complex initiatives requiring alignment across product, engineering, legal and business stakeholders
- Established governance frameworks ensuring security and compliance across global operations
- Created scalable business processes to address dynamic business requirements while identifying future business opportunities
- Developed comprehensive stakeholder communication and alignment strategies

GLOBAL BUSINESS OPERATIONS & PROGRAM MGMT MANAGER, AUDIBLE

OCTOBER 2022 – NOVEMBER 2023

Implemented and led a new global marketing operations program across Acquisition, Monetization & Merchandising, Retention, and Paid Media, driving the globalization of the company by aligning cross-functional teams, streamlining workflows, and supporting a \$48MM revenue target across 11 marketplaces.

- Streamlined planning, execution, and reporting to align the business' strategic direction across marketing.
- Deployed 115+ scalable growth tactics across territories to generate \$48M in global marketing revenue.
- Collaborated with Global Insights and Data Science to establish data-driven goal-setting framework, leveraging qualitative and quantitative metrics to track progress and optimize performance
- Partnered with executive stakeholders on data-driven goal setting and strategic planning
- Oversaw team of 6 creative project managers delivering global marketing initiatives using Agile methodologies to prioritize tasks, mitigate risks, and enhance project efficiency
- Established governance framework for global program delivery, refining processes to align goals (KPIs, OKRs) and enhance program visibility, facilitating data-driven strategic planning and identifying growth opportunities to increase throughput.
- Leveraged strategic analysis to identify process gaps, conducted comprehensive assessments and collaborated with global stakeholders to implement a standardized company-wide operating processes.
- Led org-wide audit to identify redundant tools, reduce overhead, influence software purchasing, and establish governance.

BUSINESS OPERATIONS MANAGER, AUDIBLE

OCTOBER 2020 - OCTOBER 2022

Oversaw complex projects, optimized processes, and tracked key metrics to enhance operational efficiency. I also supported strategic planning, maintained resource centers, and ensured effective communication across teams to drive key initiatives in Product org.

- Collaborated with Data Science to develop predictive risk and forecasting models, informing executive leadership decision-making
- Created centralized knowledge base for Product Organization, enhancing global collaboration and business knowledge sharing
- Facilitated large-scale cross-functional strategic planning sessions, driving innovative solutions and aligning leadership initiatives
- Established operational best practices using Six Sigma principles enabling rapid product launches
- Led end-to-end strategic program lifecycle, including managing feature launch testing in collaboration with Product Marketing
- Implemented Six Sigma-based operational best practices, facilitating rapid launches while managing cross-functional teams to reduce siloes, identify dependencies, and clarify ownership

BUSINESS OPERATIONS & CUSTOMER SUCCESS MANAGER, AUDIBLE

JUNE 2019 - JUNE 2020

Supported Audible for Education team, by managing large data sets (200,000+ records), streamlining tasks to reduce completion time by 10x. I excelled at problem-solving, project management, and communicating complex operations clearly to clients and leadership, while identifying opportunities to optimize processes.

- Partnered with executives to launch two school pilot programs with three distinct user experiences
- Transformed standard operating procedures using Lean methodologies, reducing costs by 60%
- Created monthly analytics reports to enhance satisfaction, retention, and adoption metrics
- Led educational partnerships, conducting board of education system training and onboarding

CUSTOMER SUCCESS MANAGER, AUDIBLE

JUNE 2019 - AUGUST 2020

Led the development and execution of an operational strategy that drove excellence in customer and account support for the newly launched Audible for Business (B2B) initiative, as Audible expanded its offerings as an employee benefit through a tailored approach.

- Implemented operational strategy driving customer success and account support excellence
- Established best practices improving customer success team productivity by 25%
- Leveraged engagement analytics to optimize client offerings and user experience
- Utilized Voice of Customer data to enhance program features for admins and end-users

TECHNOGYM – FAIRFIELD, NJ

DECEMBER 2017 – JUNE 2019

PROGRAM PROJECT MANAGER

Managed a portfolio of 90+ complex global projects, totaling \$131MM across business and government programs, including managing of 30 regional sales managers and business developers.

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- Optimized budgeting processes and operations reducing costs by 30% through data-driven approach
- Led end-to-end project lifecycle, including vendor selection and contract negotiation, budget allocation, and quality assurance
- Developed comprehensive protocols for government facility installations under IDIQ contract, enhancing efficiency and compliance
- Created crisis response procedures for critical incidents impacting the customer experience

EDUCATION

BACHELOR OF SCIENCE, FASHION MERCHANDISING AND MARKETING

ASSOCIATE OF SCIENCE, BUSINESS ADMINISTRATION

TECHNICAL TOOLKIT

- **PROJECT TECHNICAL TOOLS:** Airtable, Asana, ClickUp, Jira, Salesforce, Smartsheet, Trello, Microsoft365
- **RISK MANAGEMENT TOOLS:** Amazon SIM-Ticketing, ServiceNow
- **ANALYTICS & REPORTING TOOLS:** Amazon Simple EDI, Avika Workspace, CARI, Gainsight, Tableau, SQL
- **COLLABORATION TOOLS:** Amazon Wiki, Confluence, G-Drive Apps, Figma, Quip, Visio
- **AI/ML TOOLS:** Amazon Bedrock, Amazon Partyrock, Audible GenAssist,
- **BUSINESS SYSTEMS TOOLS:** Amazon Content Symphony, Amazon PitHub, Arborist, AWS Enterprise, SAP, Vendisto

OTHER

- **CERTIFICATIONS:** Certified Scrum Master (Expected Q1 2025), Lean Six Sigma Green Belt (Expected Q1 2025), Project Management Professional (Expected Q2 2025)
- **LEADERSHIP & VOLUNTEERING:** Member, Board of Directors at Beedu Academy, Global Career Committee Lead for Women@ Audible
- **AWARDS:** Recipient, Technogym's prestigious "Imbestio" award for top performance