

PROFILE

Creative Operations and Brand Execution leader with 15+ years of experience helping organizations transform strategy into scalable execution. Proven success leading cross-functional initiatives, building operational frameworks, optimizing workflows, and delivering high-impact consumer and stakeholder experiences across retail, e-commerce, and large-scale global programs. Recognized for aligning diverse teams around common objectives, improving organizational efficiency, and driving execution across complex environments involving multiple stakeholders, vendors, partners, and executive leaders.

EXPERIENCE

HOST CITY OPERATIONS & FAN EXPERIENCE MANAGER

FIFA26 Inc. — FIFA World Cup 2026™ | 2025 – 2026

- Led planning, execution, and coordination across multiple workstreams for cross-functional operational initiatives across 16 Host Cities. This includes global operational objectives involving local market requirements, coordination with stakeholders, and driving project completion from planning to successful execution for each location.
- Managed the end-to-end delivery of large-scale consumer engagement initiatives, aligning creative, operational, and stakeholder workstreams to ensure seamless execution across digital, social, and on-site experiences while meeting localization requirements and event-driven deadlines.
- Led the launch and expansion of 16 localized WhatsApp channels, building a new direct-to-consumer engagement platform that scaled to more than 1 million followers and enhanced fan communication, engagement, and access to tournament-related content across multiple markets.
- Established operational frameworks, governance protocols, and communication structures to improve project management visibility, accountability, enhance decision-making, and execution amongst teams to ensure operational excellence.
- Built and scaled operational workflows, approval structures, and execution standards that enhanced collaboration, reduced process inefficiencies, and enabled accurate delivery across multiple teams, stakeholders, and geographic markets.

SJB CONSULTING

Founder & Principal Consultant | 2024 – 2025

- Established an independent consulting practice focused on helping organizations build scalable operating models, optimize workflows, and improve cross-functional execution.
- Designed and implemented workflow frameworks, SOPs, and project management processes that strengthened accountability, streamlined execution, and improved operational consistency.
- Partnered with leadership teams to evaluate organizational challenges, identify process gaps, and implement practical solutions that supported strategic objectives and long-term growth.
- Led operational improvement initiatives spanning project management, reporting, communications, and resource planning to enhance visibility and execution across business functions.
- Created executive-facing reporting and communication frameworks that improved stakeholder alignment, clarified priorities, and accelerated decision-making.

MARKETING MANAGER

Kolohe Jewelry | 2023 – 2024

- Led cross-channel campaign planning and execution across web, email, social, and e-commerce platforms, coordinating content production, creative assets, and launch schedules to ensure consistent brand execution and on-time delivery.
- Built and scaled influencer and creator partnership programs, developing media kits, managing external relationships, and establishing repeatable processes that streamlined campaign execution and performance tracking.
- Managed end-to-end product launch initiatives, partnering with creative, merchandising, and leadership teams to oversee campaign development, asset production, go-live readiness, and post-launch optimization, contributing to engagement growth of up to 15%.

DIRECTOR

San Lorenzo Bikinis — Swimwear & In-House Apparel Label | 2007 – 2022

Director of Operations, Marketing, & Merchandising

- Led end-to-end marketing and retail activation for 3 core and 5 capsule collection launches annually, owning briefs, critical-path timelines, campaign production, packaging, in-store execution, and customer-facing experiences — contributing to 10–20% YoY sales growth.
- Developed and standardized processes across retail, e-commerce, merchandising, and operational teams, creating scalable infrastructure that supported expansion from a small business to a multi-location organization.

- Led annual business planning across merchandising, marketing, retail operations, inventory, and e-commerce functions, aligning resources, priorities, and execution strategies to support company growth objectives and profitability targets.
- Produced seasonal campaign shoots and brand activations from concept through execution, sourcing photographers, models and vendors; negotiating rates and contracts; managing production budgets, schedules and on-site logistics.
- Owned marketing and activation budgets across campaign production, talent, print/signage and promotional spend, managing vendor sourcing, contracts, invoices and costs against budget.
- Led cross-functional launch and field execution across marketing, design, merchandising, logistics and store teams, coordinating seasonal rollouts across a network that grew to 10 stores while overseeing signage, layouts and customer-experience standards.

Regional Manager

- Led and developed multi-unit teams by establishing performance expectations, coaching leaders, and creating accountability structures that enhanced results and employee engagement.
- Partnered with executive leadership to implement operational improvements, launch initiatives, and maintain consistency across locations.

Store Manager

- Managed daily operations while balancing business objectives, employee development, and customer satisfaction.
- Recruited, trained, coached, and developed team members to create a high-performing and customer-focused culture.

EDUCATION

University of Hawai'i at Mānoa

Bachelor of Science, Apparel Product Design & Merchandising, 2005 – 2010

TOOLS

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| • Monday.com | • Contentful |
| • Miro | • Confluence |
| • Slack | • Shopify |
| • Microsoft 365 | • Lightspeed POS |
| • Asana | • Adobe Creative Suite |

CORE COMPETENCIES

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| • Creative Operations & Brand Execution | • Budget Management & Financial Planning |
| • Program & Project Management | • Vendor, Agency & Partner Management |
| • Strategic Initiatives Leadership | • Issue Resolution & Escalation |
| • Cross-Functional Leadership | • Operational Excellence & Continuous Improvement |
| • Stakeholder & Executive Management | • Customer Experience Strategy |
| • Workflow Design & Process Optimization | • Retail & E-Commerce Operations |
| • Campaign, Product & Initiative Launches | • Marketing Operations & Execution |
| • Change Management & Organizational Transformation | • SOP Development & Process Documentation |
| • Resource Planning & Capacity Management | • Executive Communications & Strategic Reporting |