



# SID SOHRONDO, MBA

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## BUSINESS & DIGITAL TRANSFORMATION EXECUTIVE | DIRECTOR OF CUSTOMER SUCCESS

*Delivering Fortune 50 leadership and bottom-line improvement through design of robust, scalable global program solutions*

**Executive leader** with a relentless record of driving performance excellence, achieving market leadership, increasing customer loyalty, and leading bottom-line results. Noted as a polished and confident communicator and skilled in strategic planning and delivery of global process improvements and cost-effective, agile business solutions.

**Decisive strategist and business partner**, who sets high standards, engages leaders, develops strong business relationships, and creates a clear, value-based vision for buy-in at all levels. Known for selling new ideas, managing change, and building consensus to achieve team goals in matrix environments.

### KEY STRENGTHS

Automation & Process Improvement  
Voice of Customer (VOC) Analysis  
Change Management

Vision, Strategy and Roadmap  
Business Case Development  
Organizational Leadership

Stakeholder & Executive Engagement  
Program/Project Management  
Global Program Governance

### GLOBAL BUSINESS INFLUENCE

- **Delivered \$5M savings in 2017 with a projected \$35M savings in 2018**; successfully gained global stakeholder buy-in and engagement for the \$15M digital transformation of the \$450M Marketplace Seller Support business.
  - Oversaw corporate readiness and communications which increased technology adoption by 70%.
- Fostered continuous improvement and utilized Voice of Customer **resulting in 4.7/5.0 product satisfaction rating**.
- **Led the end-to-end process and global program governance resulting in \$7M savings over 18 months** for a key project to improve Shared Services and Operations across the Americas, Europe, and Asia.
- Contributed to account planning for \$60M account by owning go-to-market strategy and engaging executive business leaders to ultimately **generate sales revenue of \$1M+**.

### EXECUTIVE EXPERIENCE

#### AMAZON.COM, SEATTLE, WA (NASDAQ: AMZN)

*Amazon is a publicly-traded, global e-commerce and cloud computing company that owns and runs dozens of subsidiaries, employs 500k+ staff, and generates \$175+ billion in annual revenue.*

#### Senior Manager, Amazon Marketplace (equivalent to Sr. Director role)

2016 to Present

- Directly accountable for strategy, vision, and roadmap of global digital and business transformation and automation.
- Oversees global program for 3<sup>rd</sup> party seller support with high-volume contact center calls across 50 locations; analyzes business processes to drive automation and machine learning with reduced human interactions.
- Aligns change management and implementation strategies with corporate objectives; conducts business case analysis with focus on tech investments and global program governance. Leads a high-performance team of 5 direct reports.

#### PRICEWATERHOUSECOOPERS, SEATTLE, WA

*PricewaterhouseCoopers is the largest professional services firm in the world firm generating \$37+ billion in annual revenue.*

#### Director, Technology Sector Management Consulting

2013 to 2016

- Led cross-functional teams in a global business transformation; served as Chief of Staff to Fortune 20 technology firm and determined integration process which impacted all business areas, 25k+ employees, and 50 countries.
- Drove new business development and revenue generation by leveraging relationships as trusted advisor while guiding the RFP and delivery process to achieve \$2M+ in sales.
- Created business cases to drive improvements in matrix organizations while supporting account planning initiatives.



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## PRICEWATERHOUSECOOPERS, SEATTLE, WA (CONTINUED)

### Manager, Technology Sector Advisory Services

2009 to 2012

- Served as trusted advisor and key consultant to Fortune 50 clients seeking improvements to sales enablement and sales operations improvements; led high-performance, collaborative teams to achieve corporate goals and objectives.
- Realigned an entire sales process with corporate strategy and transformed the sales process affecting 20,000+ staff by delivering quotas one quarter in-advance; met all project deliverables and deadlines.
- Led a global transformation office across a large-scale, enterprise-wide initiative to prepare a client to support cloud licensing. Analyzed and quantified business impact to a migration affecting 20+ customers and channel partners.

## ERNST AND YOUNG, SEATTLE, WA

*EY is a multinational professional services firm and is one of the "Big Four" accounting firms.*

### Manager, Performance Improvement

2012 to 2013

- Led the pipeline management and go-to-market strategy, including collaboration with nationwide EY practices to develop short and long-term solutions, resulting in incremental revenue of \$1.5M.
- Directed a major healthcare provider team in the development of an impact assessment and associated transition management plan for 500+ employees affected by consolidation of revenue cycle activities.

## PREVIOUS WORK HISTORY

Sr. Consultant, Strategy and Transformation Practice, BearingPoint, Dallas, TX

2007 to 2009

Global MBA Strategy Intern, Motorola, Chicago, IL

2006

Project Manager, TimeWarner, Los Angeles, CA

2002 to 2005

## EDUCATION

**(MBA) Master of Business Administration**, *Top 10% of class*, Thunderbird School of Global Management

**(BA) Bachelors of Arts**, Duke University

## CERTIFICATION AND TRAINING

**(PMP) Certified Project Management Professional**, Project Management Institute

Trained in Six Sigma methodologies

## ADDITIONAL QUALIFICATIONS

Extensive international travel experience, including US, India, Philippines, Thailand, Singapore, Asia, and Europe

Member, Beta Gamma Sigma, Project Management Institute, Sigma Nu, United Way