

# STEPHEN REED

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Significant experience leading cross-functional teams through business transformation programs. Regularly drive strategic planning, business modeling, project scoping, organizational governance, data architecture, and systems delivery.

## PROFESSIONAL EXPERIENCE



### **SDR Retail Consulting | New York, NY**

Business Strategy & Technology Consultant, December 2021 – Present

- Acting Digital Chief of Staff for membership warehouse club: implementing cross-functional governance, overseeing key strategic initiatives, and developing investor and board presentations.
- Evaluated CRM architecture for leading luxury window treatment manufacturer, proposing new data structures to improve client experiences and introduce new prospecting opportunities.
- Designed Tulip Clienteling application for luxury international jeweler, including CDP segmentation, Salesforce integration, digital product catalog, media library, and client outreach. Developed centralized Clienteling hub with ongoing training, communications, and enhancement requests to drive engagement and user adoption.
- Developed Digital roadmap strategy and implementation plan for warehouse club chain to increase digital penetration to 20% of \$16B sales revenue.
- Delivered market analysis, product development, and growth strategy for a SaaS RFID software provider in the luxury watch and jewelry market to prepare for future acquisition.



### **Tiffany & Co. | New York, NY**

Senior Director, Digital Commerce & CRM Solutions, 2019 – November 2021

- Managed roadmap, vendors, budget, program implementation, and ongoing support for global Digital Marketing, eCommerce, and CRM teams (application managers, analysts, system architects, developers, QA, and vendor partners).
- Migrated global retail stores and contact centers from legacy CRM to Salesforce (360 client profile, order history, sales opportunities, client lists, task management, branded outreach, email-to-case, and web-to-case functionality for 28 retail countries, 4 contact centers, 8 languages, and 4,500 users).
- Delivered WeChat eCommerce mini program with product, inventory, and orders integrated to omnichannel ecosystem in China.
- Introduced queue management, in-person appointment, and virtual appointment booking capabilities to 10+ retail markets and 150+ stores worldwide.
- Defined business and technology strategy, program organization, and implementation methodology for landmark 5th Avenue flagship renovation (financial and merchandise planning, selling and inventory strategies, hospitality and events, VIP client development, and workforce/HR planning).




### **Tiffany & Co. | New York, NY**

Director, Global Omnichannel Solutions, 2018 – 2019


- Led delivery of branded eCommerce site in China, including local cloud application infrastructure, local digital providers (payments, maps, live chat, SMS, eTax invoice), and integration to global systems. Adapted global digital merchandising, fulfillment, and client service standards to meet China local market needs.


- Standardized business process and systems modeling for scalable program estimation, solution design, and business implementation.

 **Slalom Consulting | New York, NY**  
Solution Owner, 2015 – 2018

 **Capgemini | New York, NY**  
Senior Consultant, 2011 – 2015

## EDUCATION

 **NYU Stern School of Business**  
*Master of Business Administration - MBA*

 **New York University (NYU)**  
*Bachelor of Arts and Sciences - English Literature, Mandarin Chinese*

## CERTIFICATIONS & RECOGNITIONS

- Certified Agile Business Value Analyst – January 2017
- Certified Scrum Product Owner – May 2016

## TOOLS, SYSTEMS & SOFTWARE

