

Allana B. Pettigrew

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Profile

I'm a natural strategic thinker and tactical doer with the proven ability to deliver business-and data-focused outcomes, repeatedly and at-scale. In-depth experience in process efficiencies and operational management enables me to take complex processes and transform them into holistic solutions uniting insights, strategy, tactics, and technology.

Business Transformation & Operations Accomplishments

- Defined operational priorities using insights and data-driven design; then built consensus from C- Suite on down
- Defined strategic KPIs and tactical goals to drive business improvements across the organization
- Delivered on the implementation of a Change Management Center of Excellence for 3 new business models
- Defined strategy and created documentation of cross-functional processes that led to increases in team efficiencies of 15%
- Led the agency-wide review of ERP systems with outside consultants
- Led 20+ enterprise integration projects with low impact & high effectiveness
- This included:
 - Assessing staffing for skill sets, resource availability, and team leadership
 - Implementing team structures to efficiently adapt staff to changing workloads
 - Training, mentoring, and coaching colleagues in process, best practices, and communication strategies
 - Leading conflict resolution sessions with teams to improve day-to-day ways of working

Technology & Project Leadership Accomplishments

- Grew my product team from a cost center to a \$1 million+ revenue generator in less than 5 years
- Supervised the planning, implementation & execution of digital and ecommerce projects across more than a dozen industries with budgets totaling more than \$35MM
- Successfully built and led teams of up to 25 managers and technologists in completion of a wide variety of projects including defining digital marketing strategy, roadmaps, and tactical achievement to deliver:
 - website development, SaaS development, systems development, mobile app development, SEO marketing, display marketing, and social media management & marketing, analytics and optimizations while maintaining SEC and FDA compliance in financial and pharmaceutical fields
- Completed 20 whitepapers and POVs on content management systems (CMS) and various software solutions for publication and distribution across industry verticals

Professional Experience

Associate Director, Business Transformation – EVERSANA INTOUCH – Overland Park, KS

Led the development and documentation of the newly merged agency's delivery processes. Provided coaching and strategic guidance to colleagues on best practices, processes, and communication to enhance client project execution. Collaborated with the executive team to define and implement new business models, identify growth opportunities, and establish strategic goals. Served as the Center of Excellence for change management to increase efficiencies by 15% and roll out new business models. Used Smartsheet for estimates and project plans. Utilized SharePoint for content management.

Director of Digital Strategy & Marketing Technology – ER Marketing – Kansas City, MO

Led more than 30 cross-functional digital marketing and marketing technology projects from strategy to ongoing data-driven optimizations for more than 12 B2B clients across agency verticals. Responsible for 5 employees across the agency including analytics & insights, website development, search engine marketing, and social media management teams. Found efficiencies within the agency to save more \$100,000 annually by implementing a new analytics reporting solution. Daily use of Google Analytics, all social media ad platforms, and Google Ads. Used Basecamp for project management. Utilized WordPress for content management. Utilized HubSpot and Microsoft Dynamics for CRM.

Technical Director – VML, Inc.– Kansas City, MO and London, UK

Led and managed more than 80 development projects of various sizes through the entire project lifecycle. Supervised up to 25 technology professionals; performed annual reviews, conducted regular one-on-one meetings with individuals, worked on goal setting, and collaborated on career development. Utilized Jira and Confluence for project management and issue tracking. Utilized Drupal, Adobe Experience Manager (AEM), and Sitecore for content management.

Leadership & IT Consultant

- **Private client – Kansas City, MO**

Defined, created, and led a 3-part series on strategic thinking and client interaction for technology directors at a Kansas City design agency.

- **Private client – Kansas City, MO**

Researched and created content for a Kansas City-area experiential agency. Content for a state capital building and wildlife rescue displays.

- **Wunderman Thompson – Kansas City, MO**

Established strategy, process, and execution for digital deliverables for a new WPP partnership with Merck Animal Health valued at \$1 million for the agency

- **Blue Rivet – Kansas City, MO**

Collaborated with clients to define a current business challenge on file sharing, documented requirements, and defined both a strategy and tactics to solve the challenge. SharePoint recommended as the solution.

- **TruHome Solutions, LLC – Lenexa, KS**

Planned, led, and executed movement of the company's entire IT infrastructure to a managed services cloud-based model for SOC-2 compliance.

- **H&R Block – Kansas City, MO**

Managed the planning and development of a new online tax product. Led multiple development teams within the matrixed organization as they contributed segments of functionality to the new product.

Technical Director – Global Prairie – Kansas City, MO

Led more than a dozen digital marketing projects from defining client strategy through to development, testing, and rollout, resulting in more than \$1MM revenue for the agency. Planned, wrote, and led digital best practice training for colleagues within the agency, leading to a more collaborative and effective workflow. Utilized WordPress and Drupal for content management.

Education

Sandra Day O'Connor College of Law at Arizona State University – Tempe, AZ – Master of Legal Studies in Conflict Resolution and Business Law

Baker University – Baldwin City, KS - MBA in Business Management

University of Kansas – Lawrence, KS - Bachelor's in History, English, and Religious Studies

Professional Organization

Digital Women of Kansas City – Founding board member; Lead of Mentorship Program and Digital Presence