

# Roy K. Lee

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Business strategy and operations professional with over 20 years of experience and education in business strategy and execution including corporate planning and operations, P&L management, sales and marketing, and philanthropy. Strategy and management expertise in business and relationship development, revenue operations, governance, business intelligence, commerce, cross-functional team management, and growth initiatives. Media and entertainment expertise including content ideation and creation, editorial, storytelling, live and recorded broadcast, production, and on-camera/stage presence. Strong knowledge base in partnerships, operating model, strategic planning, analytics, business development and sales, change management, diversity, and business management. Industry experience primarily in media and entertainment, government, nonprofit, and professional services.

Skills: strategy, business analysis, analytics, relationship management, stakeholder management, marketing strategy, content development, market analysis, growth strategy, strategic communications, business and relationship development, project and program management, continuous process improvement, business model design, cross functional team leadership, account management, sales operations, and generation.

## Business Experience

### Strategy & Operations Executive, Warner Bros Discovery – CNN

New York City, NY, 2022 - Present

Head of Commerce Strategy, Revenue, and Operations and key member of leadership team within digital business portfolio. Accountable to the commerce financial and audience targets and overall operations. Manage commerce business including reviews and recommendations products site CNN Underscored, savings site CNN Coupons, social brand CNN Underscored Inspire, personal finance vertical CNN Money, and the CNN online store. Identify and own strategic growth initiatives, licensing, and distribution efforts. Responsible to lead next stage of growth for commerce business that has experienced double digits growth year-over-year since inception. Manage cross-functional team that includes product management, editorial, product design, engineering, audience development and SEO, revenue insights, business development, and research.

### Business Strategy & Planning

- Manage the targeted profitable revenue and audience growth across the business.
- In conjunction with editorial and in collaboration across other functions, coordinate the execution of brand-appropriate, service journalism-led commerce content.
- Manage the continuous headcount growth, workplace expansion, and annual strategic planning.
- Culture and Guiding Principles - Curated culture initiative to improve morale and retention through employee engagement and development of a set of differentiated core values.
- Strategic Plan - Successfully formulated single commerce portfolio strategy, goals, prioritized objectives, financial forecast, and business case resulting in approved investment ask that included 36% headcount increase and 23% budget increase.
- New Market Penetration – Defined business product pilot for market penetration in new media channel with favorable 3-year growth projections.

### Management & Operations

- Drive operational excellence and maturity through the design, development, implementation, and continuous improvement of policies, processes, and governance.
- P&L management support overseeing budget spend, revenue tracking, periodic business reviews, and investment asks.
- Own and manage internal communications across the business including employee engagement and culture across multiple locations.
- Provide direction across the business including goals and general operations and work across shared functions including finance, legal, human resources, public relations, and other organizations.
- Execute storyline development for key leadership meetings including the Chairman and Chief Executive Officer and parent company management.
- Profitable P&L - Over-delivered targets with 60% YOY growth in revenue at 29% above forecast at 53% margin.
- Governance - Designed and implemented governance structure including organizational structure, committees, key business meetings, annual schedule, business reviews, OKRs/KPIs, and accountability measures.
- Business Intelligence and Performance - Established basic business intelligence function across the portfolio applying data analytics, visualization, and management to enable data driven decisions.
- Revenue Generation - Negotiated and managed the transition of in-house content vertical to third-party vendor to increase revenue and capacity and reduce cost.

### Chief of Staff, South Market Unit – Accenture

Washington, DC, 2021 - 2022

Chief of Staff and Executive Committee Member for largest market unit (\$5B+) in North America business group. Oversee business strategy and business operations for South Market Unit Lead and Global Management Committee Member to ensure the health of the business and strategic priorities.

### Business Leadership and Advisory Execution

- Managed progression of market unit's agenda and priorities across critical business initiatives to optimize efficiency and impact.
- Maintained daily operations in order to advise and inform the Market Unit Lead on a daily basis.
- Executed proactive coordination and direction across stakeholders, communications, and key programs.
- Provided sponsorship of strategic programs, change management and culture change efforts.
- Chaired special projects as necessary and perform analysis to gain insights and inform decision making.
- Reviewed and assessed revenue, sales, investments, talent management, and account performance as needed.
- Served as trusted advisor and confidante to Market Unit Lead.
- Manager Sales Training - Designed and developed regional sales training program aimed to increase sales fluency for new managers and foster engagement and visibility.

- Regional Brand Design - Served on the culture task force that developed the regional brand and values internally and externally.

#### Business Management

- Addressed daily issues while anticipating, planning, and preparing for future needs, and ensuring the Market Unit Lead's agenda is effectively represented and executed across corporate functions, internal and external engagements, and aligned with key business priorities of client service, growth, people development, and community involvement.
- Provided direction across the market unit and participate as an active member of the market unit leadership team including driving the agenda, advance, preparation materials, goals, and governance.
- Executed storyline development for key leadership meetings and board of directors.
- Successfully executed key business meetings to drive additional insight and collaboration across business units.
- Advance Capability - Implemented comprehensive staff operations for all C-Suite leadership including briefs, prep cadence, research, scheduling, client relationship management, and prioritization.
- Executive Communications - Streamlined executive communications review and publication process improving accuracy and efficiency.

#### **Market Lead & Chief of Staff, Metro DC Region - Accenture**

**Washington, DC, 2017 – 2021**

Market development lead for largest geographic area in people, revenue, and budget. Oversaw local market growth, community development, people engagement and business operations to maximize business growth and brand. Leveraged intersections of business involvement and external/internal platform across corporate citizenship, public service, government, and community development to increase business initiatives and targeted outcomes.

#### Market Development

- Managed external and internal affairs being the liaison between the business and region through media production, presentation, host and moderator roles, and sponsorship.
- Identified, cultivated, and maintained internal and external relationships to effectively orchestrate business initiatives and operations.
- Managed external brand awareness and representation across key business and community organizations and identified business opportunities in nontraditional routes in community, government, nonprofit, and other key influencing organizations to further enhance corporate growth.
- Identified and developed target growth economies within the region, analyzing and executing on local opportunities for organic and targeted growth.
- Strategized, developed, and executed annual regional market plan and budget focused on market growth to compliment with direct business line sales and delivery efforts.
- Served as strategic advisor to Accenture Leadership including the Regional President.
- Community Organization – analyzed feasibility of an innovation district for Metro DC region, merging local economic strengths with innovation for a competitive advantage.
- City Council – developed leadership council representing key company business lines and departments to better serve local market growth.
- Client and Community initiative – aligned resources to build interaction between our corporate citizenship and diversity initiatives with local clients.

#### Operations

- Oversaw workplace solutions and operations including facility, technology, and staff.
- Managed employee engagement focused on morale and great place to work initiative targeting diversity and professional development through internal event productions, programming, and creative.
- Managed advance capability for regional president to increase capacity and excellence.
- Understood and coordinated the operations and initiatives at the local level across multiple departments including Government Affairs, Marketing, Human Resources, Contracts, Facilities, and Corporate Citizenship.
- Trained as corporate speaker to external media and press.

#### Broadcast & Production

- Served as on-air host and conducted interviews with individuals knowledgeable about each story's subject matter.
- Storyboarded and drafted scripts, music, rough cuts, fine cuts, and final videos.
- Set record views during initial launch by engaging listeners with unique content and creative programs.
- Orchestrated and launched broadcast production of 90-minute late night/variety show.
- Hosted, wrote and produced scripts, storyboard, content for over 30 segments for show.
- Created online and promo campaigns to promote stories and increase website viewership and social media traffic.

#### **Manager, Customer Strategy, Sales & Marketing – Accenture**

**Washington, DC, 2011 – 2021**

Drove customer and digital strategy projects for clients to achieve consumer reach and/or revenue.

#### Client & Market

- National labor organization – Developed an operating model and strategic roadmap to reinvent a \$2B education and vocational training program.
- Global labor nonprofit – Developed a pricing strategy and model to foster a sustainable business model for the client's new digital business.
- Large global nonprofit – Developed a digital strategy to transform the customer experience into a social collaborative online community leveraging a new platform, user experience design, and personalization and gamification techniques and connecting the experience to client's locations.
- National business economy-oriented nonprofit – Developed and supported marketing campaign and program activities for veterans initiative, serving as the national program lead responsible for program content, approach, and execution and generating \$500K in sales.

- Agribusiness organization – Lead sales strategy effort to identify new value creation opportunities that support and expand the client's mission.
- National civil rights organization – Designed and launched an orientation product focused on improving cultural competence and sensitivity, including customer testing and marketing plan.

#### Operations Functions

- Developed and executed annual and 3-year account growth strategies including branding and marketing, budget and competitor analysis, business development and pursuit.
- Managed Digital Practitioner group and served as digital and marketing capability lead across 8 accounts.
- Recognized as digital campaign manager across federal practice, with a focus on strategy and marketing and developing federal methodology deck.
- Held Go-to-Market Lead responsibilities for Veteran and Workforce Development industries, serving as an expert, brokering agreements and working on efforts to increase overall industry footprint.
- Trained as corporate speaker to external media and press.
- Recognized for leading efforts for inclusion and diversity, resulting in local group as employee resource group of the year.

#### **Education**

Business Strategy & Relationship Development (Certificate), INSEAD	Global, 2020
Business Administration (BS) – Marketing and Business Management, Cal State University San Marcos	San Marcos, CA, 2007
Public Policy (Certificate), Leon & Sylvia Panetta Institute for Public Policy	Monterey Bay, CA, 2006

#### **Computer/Technical Knowledge**

- Adobe Premiere, Apple Final Cut Pro, Frame.io, Warner Chapel, Kaltura, Windows and Mac OS, QuickBooks, Webtrends, Microsoft Office, Project, Visio, Publisher, Access, Salesforce, Social Media,

#### **Accolades**

##### **Awards, Honors, & Distinctions**

- [Class of 2020 – Leadership Greater Washington Signature Program \(2020\)](#)
- [Honoree – Washington Business Journal Business of Pride \(2019\)](#)
- Rising Star in Philanthropy – Politico & Living Classrooms Foundation (2018)
- [40 Under 40 – Recognized as Local Leader under 40 years old, Leadership Center of Excellence – Leadership Arlington \(2017\)](#)
- [35 Under 35 – Recognized as emerging leader under 35 years old, Consulting Magazine \(2015\)](#)
- Superior Performance Award - LongView International Technology Solutions Award for Superior Performance (2011)