

Roy K. Lee

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Business strategy and operations professional with over 24 years of experience and education in business strategy and execution including planning and operations, P&L management, sales and marketing, and philanthropy. Strategy and management expertise in business and relationship development, revenue operations, governance, analytics, commerce, cross-functional team management, and business growth. Media and entertainment expertise including adtech, digital, video, subscription, content ideation and creation, editorial, storytelling, live and recorded broadcast, production, and on-camera/stage presence. Industry experience primarily in media and entertainment, news, publishing, government, nonprofit, and advisory services.

Skills: strategy, business operations, KPIs, OKRs, 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

Chief of Staff & Head of Operations, Newsweek

New York City, NY, 2025 - Present

Chief of Staff and senior strategic advisor to the Owner & CEO of a globally recognized, \$100M+ diversified media company. Accountable for driving the CEO's highest-priority strategic initiatives, enterprise execution, and cross-organizational alignment across publishing, research & rankings, membership and subscriptions, and new growth businesses. Serve as a central integrator across the executive leadership team (Chief Financial Officer, Editor-in-Chief, Chief Content Officer, Chief Product Officer, Chief Revenue Officer, General Counsel, Chief People Officer, and Chief Technology Officer), shaping and translating vision into executable plans, governance, and results. Lead enterprise planning, operating cadence, decision frameworks, and special projects while accelerating a data-driven, performance-oriented culture.

Business Strategy & Enterprise Planning

- Enterprise Strategy & Operating Model – Led development of multi-year enterprise strategy and target operating model across core publishing, professional engagement, and new growth businesses spanning 6-8 core products; aligned strategic priorities with capital allocation, governance, and accountability across a \$100M+ revenue base.
- Strategic Initiatives & Special Projects – Owned end-to-end execution of 10+ CEO-sponsored initiatives (new business launches, organization structure redesign, M&A integration, and operating efficiency efforts) from concept through delivery with approved investment thresholds.
- Growth & New Ventures – Partnered with executive leadership to evaluate, incubate, and scale new revenue streams (events, research & rankings, B2C subscriptions, vertical expansion), building business cases, milestones, and success metrics to support 20% growth targets in non-advertising revenue mix.
- OKRs & Performance Management – Implemented enterprise OKR framework and quarterly review structure and cadence, improving visibility, prioritization, and execution discipline across leadership teams.

Management, Operations, & CEO Enablement

- Decision Intelligence & Analytics – Led business analysis and synthesis for the CEO, leveraging data, dashboards, and financial modeling to inform strategic decisions, trade-offs, and investment prioritization, reducing decision cycles from weeks to days.
- Governance & Execution Rhythm – Designed and institutionalized leadership forums, committees, meeting cadences, and escalation paths to streamline decision-making and improve cross-functional coordination, supporting company-wide alignment across 100+ senior leaders and managers.
- Operational Excellence – Optimized information flow, workflows, and follow-up mechanisms, ensuring timely execution of action items and accountability across senior stakeholders.
- Communications and Stakeholder Alignment – Oversaw internal and external communications on behalf of the CEO; prepared executive briefings, board-level materials, and presentations; represented the CEO in select internal and external engagements.
- Talent & Leadership Development – Supported executive hiring, organizational design, and leadership development; mentored team members and fostered a high-trust, high-performance operating culture.

Strategy & Operations Executive, Warner Bros Discovery – CNN

New York City, NY, 2022 - Present

Head of Commerce Growth, Strategy, and Operations and key member of leadership team within digital business portfolio. Accountable to the commerce financial and audience objectives 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 Underscored Money, and the CNN online store. 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. o Manage the continuous headcount growth, workplace expansion, and annual strategic planning.

Business Strategy & Planning

- 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, including video.
- Operations Strategy – Developed operating model including annual schedule, business rhythm, and new processes improving decision-making timeline from monthly to weekly as well as applying capacity and demand 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.

Management & Operations

- Profitable P&L - Over-delivered targets with 60% YOY growth in revenue at 29% above forecast at 53% margin.

- Organizational Structure - Designed and implemented governance structure including functions structure, committees, key business meetings, plan of record, 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.
- P&L Management – Manage P&L including cost control (\$20+M), revenue tracking (\$45+M), business reviews, and investment cases.

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 CEO and Global Management Committee Member to ensure the health of the business and strategic priorities. Addressed daily issues while anticipating, planning, and preparing for future needs, and ensuring the Market Unit CEOs 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 participated as an active member of the market unit leadership team including driving the agenda, advance, preparation materials, goals, and governance. Served as trusted advisor and confidante to Market Unit CEO around revenue, investment, talent management and performance.

Business Leadership and Advisory Execution

- 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.
- Strategic Programs – Provided sponsorship of 6 strategic programs involving change management and culture change efforts.
- Executive Sponsor – Chaired 3 special projects and performed analysis to gain insights and inform decision making.

Business Management

- 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

- 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

- Operations Design Development and Execution – Designed and implement new operations plan and processes involving workplace solutions and operations including facility, technology, and regional president support.
- Media Trained – Trained as corporate speaker to external media and press.

Broadcast & Production

- Host and Production - Served as on-air host and conducted interviews with individuals knowledgeable about each story's subject matter. 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.

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.
- Agribusiness organization – Lead sales strategy effort to identify new value creation opportunities that support and expand the client's mission.

Operations Functions

- Developed and executed annual and 3-year account growth strategies including branding and marketing, budget and competitor analysis, business development and pursuit.

- 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.

Education

Executive Master of Business Administration (EMBA), IE Business School Brown University	Global, 2025
Business Strategy & Relationship Development (Certificate), INSEAD	Global, 2020
Business Administration (BS) – Marketing and Business Management, Cal State University San Marco	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, ChatGPT, 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)