
ELLA RODMAN

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STRATEGY & SALES COMMERCIALIZATION MANAGER

SUMMARY OF QUALIFICATIONS

Focused, results-driven business professional with 11 years of experience working within leadership roles in competitive industries, with an emphasis on targeted plans, productive operations, and superior service to internal and external contacts. Knowledgeable, innovative, and self-motivated leader who creates customized solutions and positive outcomes. Strong communication skills to work with individuals of all professional levels, areas of expertise, and personal backgrounds. Excellent management skills to lead successful teams, projects, and operations. Proven record in achieving goals.

AREAS OF EXPERTISE

Strategy and Plans • Development of Effective Business Practices • Management of Projects and Business Operations
Internal and External Communications • Marketing, Commercialization, and Sales • Client Services and Support
Team Training and Leadership • Performance Tracking and Improvement • Management-level Business Administration

HIGHLIGHTED ACCOMPLISHMENTS

- ✓ Continually given leadership roles and manager-level responsibility due to outstanding performance.
 - ✓ Effectively lead team members through detailed plans, in-depth training, and a motivational management ability.
 - ✓ Successfully managed large, complex projects from inception to completion.
 - ✓ Supported Commercialization and Fulfillment teams at Canopy while continuing to manage all regular functions.
 - ✓ Played a key role in the implementation of crossfunctional communication initiatives.
 - ✓ Implemented and maintain Sasify (PIM) for the US region.
 - ✓ Implemented internal policies and procedures that improved efficiency and effectiveness of projects and operations.
 - ✓ Credited as an enthusiastic, productive team player who proactively learns new skills to assist in more areas of work.
 - ✓ Gained experience that transfers well to any position involving product management and/or sales commercialization.
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CURRENT EXPERIENCE

Canopy Growth Corporation | Denver, CO

5/2019 – Present

Sales Commercialization Manager | 2/2021 – Present

Oversee the development of go-to-market commercialization strategies for the U.S. Sales Team to position the company as an industry leader across nationwide retailers and channels.

- Implement and manage the Salsify commerce platform for U.S. business. Lead the Salsify team through initial business objectives, strategic planning, employee onboarding, and performance tracking. Establish guidelines and workflows. Collaborate with all internal departments as well as retailers and channel contacts to execute rollouts, provide training and expertise, offer ongoing support, and resolve any issues.
- Serve as the company's brand steward to drive strategy on product content. Manage new product set up, product launches, current content, and product changes. Work with markets for optimal brand positioning on the digital shelf.
- Direct commercial operations throughout the United States. Develop, implement, and manage commercial processes to meet evolving customer requirements. Create and monitor product information on company as well as retailer websites and forms. Provide strategy and tactical direction for go-to-market strategies from the initial concept phase through production, distribution, and sales.

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CURRENT EXPERIENCE, CONTINUED

Manager/Supervisor of Office Services | 5/2019 – 4/2021

Capably led teams and activities involved in supporting all areas of the organization, from product development, commercialization, sales, and fulfillment to account management, office operations, and management of special projects.

- Assisted in the creation of goals and strategy for office services. Implemented policies and procedures that aligned with goals of the business unit as well as the overall vision of the organization.
- Hired, trained, and managed the team of office service personnel. Mentored team members on best practices for management of office projects, operations, and services. Created incentives that encouraged employees to achieve goals. Supported Human Resource functions such as onboarding, personnel paperwork, and employee relations.
- Communicated with a high volume of contacts that include company colleagues, managers, business and individual customers, vendors, and other business partners. Built rapport and developed solid working relationships while discussing needs and offering solutions. Served as a main point-of-contact and a liaison between parties.
- Managed projects that ranged from new office openings and company events to projects pertaining to the development, marketing, sale, and management of products. Oversaw budgets, expenses, timelines, and tasks to ensure that projects are completed according to specifications.
- Provided cross-functional support to the product commercialization, marketing, sales, and fulfillment teams. Facilitated business development events. Maintained customer meeting calendars for the sales team. Processed sample requests. Assisted in the management of B2B and B2C fulfillment.
- Managed supervisor-level operations, finances, and administration for the department, including department supplies and equipment, office access, vendor contracts, and building maintenance.
- Regularly analyzed performance. Met with leadership to provide reports and recommendations.

ADDITIONAL EXPERIENCE

Office Manager Matrix Analytics Denver, CO	2018 – 2019
Associate Buyer Charter Communications Denver, CO	2017 – 2018
Senior Buyer and Product Manager TotalElement Denver, CO	2013 – 2017
Office Manager Federal Abstract Company Denver, CO	2011 – 2013

EDUCATION AND PROFESSIONAL TRAINING

Master of Business Administration (MBA) with a concentration in Marketing | University of Denver | June 2022

Bachelor of Business Administration (BBA) with a Concentration in Marketing | University of New Mexico | 2011

Completed numerous seminars and training sessions throughout career on topics involving strategy and planning, product development and commercialization, marketing, sales, service, account management, operational/department management, team training and leadership, financial management, business technology, and general administration.

TECHNOLOGY

Windows and Mac/Apple Operating Systems • Microsoft Office Suite and G-Suite • PowerBI • Product Information Management (PIM – Salsify Certified) • Digital Asset Management (DAM) • Procurement (SAP Ariba, SAP GUI) • Online Marketing and Sales (Channel Advisor, SellerCloud, Amazon Seller, Shopify) • Customer Relationship Management (Zendesk, HubSpot, RangeMe) • Collaboration and Communication (Airtable, Slack) • Password Management (LastPass) • Web-based tools and applications for online research and communications

MORE INFORMATION ON ELLA RODMAN

[linkedin.com/in/ella-rodman/](https://www.linkedin.com/in/ella-rodman/)