CAILEY MARCARELLI

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OPERATIONS AND STRATEGY EXECUTIVE

Cross-Functional Leadership | Executive Planning and Alignment | People Systems | Business Models and Infrastructure | Organizational Design and Change

Executive leader with 15+ years of experience designing and operating the systems, processes, and cross-functional execution models that enable organizations to scale. Proven partner to CEOs and executive teams in growth-stage and enterprise environments, with deep experience aligning product, sales, marketing, finance, and people operations around shared priorities. Known for translating strategy into execution, rebuilding broken systems, improving operational visibility, and driving measurable business outcomes across SaaS, B2B, and design-led organizations.

CORE SKILLS AND COMPETENCIES

Cross-Functional Systems Design (CRM, HRIS, LMS) | Strategic Execution and Operating Cadence | Financial and Performance Metrics (ROI, Efficiency, Capacity) | Brand Development and Positioning | Corporate Communications Strategy | Data-Driven Decision Making | Stakeholder Engagement and Management | Team Leadership, Hiring and Retention | Software as a Service

SELECTED OPERATIONAL IMPACT

- **Workforce Systems and Retention**: Designed and implemented personalized onboarding and learning systems using employee data, increasing employee retention by 26% over five years.
- **Operational Scale and Cost Efficiency:** Directed parallel operations across two companies simultaneously, increasing efficiency by 200% and reducing operating costs by 50% through process standardization and systems alignment.
- **Enablement and Client Execution:** Delivered 100+ workshops annually, strengthening trust-based client engagement, improving solution clarity, and reducing friction in sales and delivery cycles.

EXECUTIVE EXPERIENCE

SYMETRI **August 2023 to April 2025**

Vice President of Marketing

Executive leader responsible for aligning growth strategy, operating priorities, and cross-functional execution within a complex, global organization. Brought structure, focus, and operational discipline to scaling initiatives across product, sales, and marketing. Created and managed a strategic roadmap to scale growth activities and support sales team initiatives, ensuring accountability through detailed reporting and analysis.

Enterprise Operations and Strategic Execution

- Developed and monitored performance metrics to optimize ROI, improve visibility, and drive continuous improvement across growth initiatives.
- Created and managed a strategic roadmap to scale growth activities and support sales initiatives, ensuring accountability through reporting, governance, and cross-functional ownership.
- Directed marketing operations concurrently across multiple business units, increasing efficiency and reducing duplication through standardized processes and systems alignment.

Collaborative Leadership

- Partnered with the CEO as part of the senior leadership team of a $288M global/$120M U.S. organization to align insights, unify messaging, and prioritize initiatives with business strategies.
- Established and led a strategic functional group responsible for foundational business initiatives, including executive planning, internal enablement, and enterprise-wide alignment.
- Collaborated with product development and business verticals to drive brand awareness, market penetration, customer acquisition, and retention initiatives.
- Partnered with channel and sales enablement teams to position products effectively, increasing inbound marketing interest by 15% through focus on client needs and outcomes.

Revenue Operations and Systems Enablement

- Designed and implemented Salesforce CRM workflows, reducing the sales cycle by 5%, increasing lead conversion by 12%, and improving actionable reporting and pipeline visibility while aligning sales and marketing assumptions and strengthening forecasting accuracy.
- Diversified acquisition efforts by identifying new channels and reducing reliance on paid media while maintaining growth targets.

Go-to-Market and Brand Operations

- Led marketing as a scaled operating capability, aligning brand, communications, and go-to-market execution with product, sales, and enterprise strategy.
- Managed a $500K budget for a marquee industry event, generating 12K+ in-person impressions and $17M in event-specific deals.
- Curated brand presence across 30+ annual conferences, collaborating with thought leaders to elevate market positioning and expertise.
- Led brand integration for multiple acquisitions, aligning messaging, visual identity, and cultural values while localizing international brands for U.S. markets.
- Expanded the sales asset library by 40%, reducing preparation time by 30% and saving 30+ hours per month across teams.

SAA INTERIORS + ARCHITECTURE **September 2011 to August 2023**

Marketing Director

Senior leader with expanding responsibility for firm-wide operations, internal systems, and execution frameworks, supporting leadership through periods of growth, change, and geographic expansion while overseeing marketing and communications.

Leadership and Business Transformation

- Conceptualized, secured buy-in for, and implemented a new strategic operating approach that transformed service offerings, upgraded internal systems, and reshaped the firm's business vision.
- Reduced expenses by 34% by restructuring the budget, optimizing strategies, and implementing rigorous evaluations of activities and hard costs to enhance effectiveness.

Sales Operations and Decision Frameworks

- Established and implemented a Go / No-Go analysis process for 200+ projects annually, evaluating strategic fit, capacity, market opportunity, and financial impact.
- Increased win rates by 38% and reduced loss costs by 21% by aligning pursuit decisions with firm capability and growth strategy.
- Introduced and maintained a referral tracking program, improving visibility into the sales funnel and enabling more effective execution by client-facing teams.
- Developed processes to monitor trend data, analyze win/loss outcomes, and conduct postmortems to inform future pursuits.

People Systems, Hiring, and Development

- Built, led, and mentored a team of five professionals, achieving consistent team growth year over year and achieving zero turnover across a combined 23-year tenure.
- Interviewed all new hires and conducted all exit interviews, using insights to inform hiring strategy, team design, and retention initiatives.
- Implemented a firm-wide continuing education program focused on core job functions, enabling employees to drive new and repeat business.
- Researched, selected, and implemented a learning management system (LMS), developing content and rollout plans to deepen project knowledge and utilization.

Employee and Client Experience

- Evaluated employee and client feedback, behavior, and performance metrics to design targeted initiatives that improved external engagement, satisfaction, and internal productivity.
- Engineered employee and management workflows within a customized HRIS system, enabling searchable access to preferences, experience, and project data.
- Established community outreach programs at local and national levels, strengthening organizational engagement and social impact.

Brand, Communications, and Market Presence

- Composed all CEO- and director-level firm-wide communications, including state-of-the-market messaging, organizational changes, and leadership updates.
- Led the creation and launch of three company websites, resulting in a 32% increase in web traffic.
- Devised and executed social media strategies, increasing engagement by 61% and followers by 83% over two years.
- Established brand standards for two affiliated companies and guided the firm through a comprehensive visual and cultural rebrand.
- Expanded brand presence into three new geographic markets, successfully entering regions with no prior client base.

EDUCATION

Bachelor of Arts (BA) in Film Production and Production Design | LOYOLA MARYMOUNT UNIVERSITY
Construction Project Management Certificate | CALIFORNIA STATE UNIVERSITY DOMINGUEZ HILLS