

Vaelyn Hargrave

Seattle, WA • inquiries@vaelynhargrave.com

Experience

The Dr. Anne Association - Seattle, WA

Director - Board of Directors - 2025 - 2026

Program Manager - The Doctor Anne Plan

Overseeing B2B and B2C go-to-market sales strategy, CRM integration and program management for a comprehensive website redesign. Developing Agentic AI for automated marketing across LinkedIn, Google Ads and social media. Leading the rebranding and product development initiatives for physical and digital products and services.

Nestlé - Starbucks & Nestle Coffee Partners - Seattle, WA

Program Analyst - Product Development & Commercialization - 2024 - 2025

Led multi-year sales analysis, go-to-market strategy, and product innovation pipeline for a \$200M CPG portfolio in mass, food, ecommerce, club and value across channels like Walmart, Target, Costco, Sam's Club, and Amazon. Owned P&L, demand, forecasting while identifying whitespace opportunities through market analysis and consumer insights.

- **Conducted monthly and weekly executive level business reviews**, assortment discussions, and line reviews utilizing data from **POS, panel, and syndicated data like Circana/IRI, Stackline, and PowerBi** to recommend actionable insights, growth opportunities, and monitor merchant supply & demand metrics.
- **Launched Starbucks Premium Instant Crema Collection (Feb 2025), Seattle's Best Coffee brand re-launch and 5-year product renovation pipeline** for ecommerce, food, mass retail, club and value channels while balancing operational constraints, identifying R&O's, and ensuring inventory availability for channel specific launch dates.
- **Partnered cross-functionally with digital shelf, supply chain, finance, and merchant teams to develop, present and launch a \$1.2M assortment expansion at Sam's Club.**
- Managed GTM budgets and P&L inputs, measuring ROI, establishing revenue targets, and informing innovation milestones to provided executive leadership with inventory health, R&O's, and contingency planning.
- **Implemented dashboard for new item forecasts (NIF) for new product innovations (NPI) which reduced weekly reporting time by 35% and decreased overstock/waste inventory by an average of 8%.**
- Owned cross-functional stakeholder communication and monthly reporting for the innovation and renovation pipeline from concept to launch, including stage-gate management with R&D, finance, pricing, demand, supply and commercial teams while balancing operational constraints with financial feasibility.

Skin Addiction - Seattle, WA

Director of Category Management - 2023 - 2024

Directed CPG program management and category expansion for eCommerce and retail channels. Oversaw project delivery from concept to launch while monitoring performance KPIs, R&O's, and revenue targets.

- Developed and executed annual marketing calendars with budget ownership, delivering a **25% YoY increase in conversion rate and a 14% reduction in operating costs through strategic product innovation, operational efficiency, inventory optimization, and the implementation of new productivity tools.**
- Established cross-functional launch readiness frameworks and commercial planning cadences with cross-functional executive teams to ensure on-time and on-budget delivery for retail and e-commerce channels.

Crowd Cow - Seattle, WA

Category Manager - 2021 - 2023

Directed category partnerships and growth programs while managing cross-functional alignment with new product launches, forecasting, and merchant teams to deliver on-time commercialization for owned CPG categories.

- **Reduced onboarding timelines from 1.5 months to 1–2 weeks by improving cross-functional launch processes, inventory allocation workflows, and supplier enablement across operations and merchant teams.**
- Developed and managed short and long-term supply and demand forecasts, incorporating consumer insights, historical sales data, and supplier production capabilities.

- **Negotiated supplier contracts that delivered a 35% YoY category margin increase and 30% boost in vendor-funded marketing spend, securing competitive pricing, inventory and improved payment terms.**
- Led stage-gate product development meetings, aligning marketing, product, supply chain, and merchant teams to meet launch timelines. Designed and evaluated category growth experiments and developed KPI dashboards to track sell-through rates, category margins, and vendor performance.
- **Developed weekly pricing optimization strategies, leading to an average 6% quarterly margin increase and influenced company-wide commercial decision-making.**

Zulily - Seattle, WA

Buyer – 2021

- Executed product lifecycle management, go-to-market assortment planning, product launch execution, and vendor alignment within CPG categories while **exceeding quarterly sales goal by 22%.**
- Partnered with marketing and creative teams to optimize product presentation and storytelling, enhancing the digital customer journey and maximizing sell-through rates.

Nordstrom - Ambassador Retail - Seattle, WA

Field Sales Coordinator - 2018 - 2021

- Increased sales ratio by an average of 28% over the previous year by accelerating seasonal sales incentives and optimizing inventory management.

AMS - Seattle, WA

Field Sales Manager - 2018 - 2019

- **Managed cross-functional communication between field sales teams and corporate partners, providing executive-ready updates and launching retail plan-o-gram and installation execution.**
- Enhanced product engagement and customer experience in retail environments by implementing innovative visual merchandising strategies, planograms, and employee training.

Advantage Solutions - Seattle, WA

Field Merchandiser - 2017 - 2018

- **Oversaw physical planograms, site prep signage, and in-store grocery and retail training across retail locations to ensure merchandising compliance and execution.**

EDUCATION

Bellevue College - Bellevue, WA, **Entrepreneurship & Product Development Certificate**
Product Development & Innovation Certificate

Spokane Falls Community College - Spokane, WA, Marketing and Design

School of Art & Innovation - Duvall, WA, Design and Branding

SKILLS

Sales Management & P&L: Executive business review, assortment strategy, profitability and margin analysis, trade spend, price and payment term negotiation, promotional planning, pricing strategy, supplier and merchant compliance.

Inventory Management & Supply Chain: demand and supply planning, channel inventory monitoring, capacity planning, days of supply, supply prioritization, allocation guidance, sell-through rate, days of supply analysis.

Data & Analysis: KPI tracking, PowerBI, Circana/IRI, Stackline, Tableau, Excel, Google Sheets.

Product Innovation: assortment planning, price analysis, sustainable packaging, quality assurance, product testing & validation, regulatory compliance, new item forecast (NIF).

Program Management: stage-gate process implementation and standardization, R&D and product innovation, milestone tracking, risk mitigation, resource allocation and tradeoffs, campaign lifecycle management.

Collaboration & PM Tools: Asana, Smartsheet, SharePoint, Slack, Confluence, Google Workspace, Microsoft Office Suite (Word, Excel, PowerPoint), Microsoft Teams, Zoom.

