

# MARIELLA TORRES, MBA

*Expert in partnerships, operations, and systems with 13+ years of global experience across tech, sustainability, supply chain, legal, and social platforms.*

- **Inclusion:** Passionate about curating spaces where people thrive and share positive energy, fostering a culture of collaboration and innovation.
- **Transformation:** Specializes in driving high-stakes, cross-functional projects designed with a joyful focus on human behavior and neuroscience, crafting systems that are efficient and elevate the felt experience.
- **Global Impact:** Proven track record of delivering innovative solutions across the USA, UK, China, Ghana, and Peru, tailored to diverse cultures and operational needs.
- **Leadership:** Known for a leadership style that's as genuine as it is effective, inspiring teams to excel while aligning with mission-driven goals.
- **Innovation:** Committed to bringing positive, market-leading innovations that are both impactful and aligned with values of diversity, equity, and inclusion.
- **Communication:** Fluent in English with working proficiency in Spanish, adept at bridging gaps and fostering clear, impactful communication across teams.

## CORE COMPETENCIES

- Strategic Partnership Development
- Cross-Functional Leadership
- Stakeholder Engagement & Storytelling
- Systems Design & Implementation
- Community Building
- Data-Driven Decision Making
- Change Management
- Global and Regional Relationship Building

## PROFESSIONAL EXPERIENCE

### FOUNDER

Mariella Megan Ventures

2022 - Present

Remote

- Selected for Board Director role (\$50M+ co-op) and MBA Alumni Board Communications Lead, demonstrating strategic oversight and stakeholder management capabilities.
- Developed and implemented scalable documentation systems using AI tools, optimizing team efficiency and eliminating silos in collaborative environments.
- Led successful community innovation initiatives at coworking spaces, increasing member engagement and facilitating cross-industry knowledge sharing.
- Orchestrated 2024 election organizing across multiple PA university precincts - built local networks, managed volunteer team, and led real-time crisis response in high-pressure environments.
- Created adventure-focused campaign for City Bonfires (acquired by Coleman) - led end-to-end production from drone/location videography to copywriting and strategic storytelling across social media and advertising channels.

### SENIOR MANAGER, PARTNERSHIP OPERATIONS

Lob - SAAS+ Tech Startup, Print + Mail Manufacturing

2021

Remote

- Developed a team for internal escalation to provide a decision-making process for strategic and enterprise customers, increasing resolution time by **50%** and reducing customer churn by **15%**, **saving \$5m+ at risk ARR**.
- Spearheaded the acquisition of new software to develop a knowledge base with a chatbot for onboarding, historical documentation, reducing recurring slack questions, alleviating pain points for both internal and external use.
- Collaborated with senior leaders from Customer Experience, Marketing, Product, and Engineering to define strategy and align execution of quarterly KPIs, ensuring cohesive strategy.
- Launched the first partner newsletter to **70** print manufacturing partners and paper brokers, streamlining the communication of engineering product updates, supply chain issues, quality assurance and KPIs.

### SENIOR MANAGER, PARTNERSHIP DEVELOPMENT

Lob - SAAS+ Tech Startup, Print + Mail Manufacturing

2020

San Francisco, CA

- Managed **25** people within **5** print manufacturing partner teams and set KPIs/performance metrics to hit business objectives, successfully driving expansion and increasing mail volume capacity by **144M** pieces per year.
- Pioneered a cohesive print manufacturing partner scorecard to aggregate data on success metrics, increasing the ability to pinpoint lower-achieving partners and instill improvement plans, increasing timely delivery scores from **70% to 92%**.
- Expanded capacity with a print manufacturing partner who invested **3M** in capital expenditures to double our reserved print volume capacity with no commitment or risk to Lob in order to meet unexpected volume increase from a key enterprise customer.

### ASSOCIATE SOURCING MANAGER, SUPPLY CHAIN

**2017 - 2019**

Pottery Barn - Upscale Home Furnishings co + ecomm

San Francisco, CA

- Led cross-functional teams to improve operational efficiencies, successfully increasing sales by **\$2M** and improving **30%** in on-time purchase order placements and deliveries.
- Streamlined the vendor rationalization strategy and identified alternative vendors to resource China products, saving **\$3M** in costs and mitigating **\$4M** in tariffs for a total of **\$7M**.
- Created strong partnerships with **50+** vendors in Vietnam, India, China, and Indonesia, ensuring consistent product database updates for timely product order placement.
- Directed the design team on raw materials to introduce sustainable focused new products leading to **\$400k** increase in sales.

### OPERATIONS & CUSTOMER EXPERIENCE ANALYST

**2017**

Varo Money - Fintech Startup

San Francisco, CA

- Managed the daily data entry of new customer accounts, inputting **2k+** customers in excel to house information that was being built out.
- Answered customer tickets and applied strategic thinking to problem-resolution, increasing customer retention rate by **15%** and increasing the average resolution time via Zendesk from **72hrs** to **24hrs**.
- On a weekly basis identified strategic areas of opportunity for product development utilizing customer feedback trends for consistent operational efficiencies and overall growth.

### SUSTAINABILITY PROGRAM MANAGER

**2015 - 2016**

NativeEnergy - Carbon Offsets

Accra, Ghana

- Developed a sustainable water filtration business model in rural Ghana and established a network of **10** key local partnerships, providing safe drinking water access to farming villages and adding value in the **supply chain**.
- Executed **100+** in person surveys, assisting the creation of a database and roadmap of research on competing water technologies, cultural barriers, and water quality needs.

## EDUCATION

**MASTERS IN BUSINESS ADMINISTRATION**, *Sustainable Innovation*

The University of Vermont

Burlington, VT

**BACHELOR OF ARTS**, *Political Science, Spanish, International Relations concentration*

The University of Vermont

Burlington, VT

## CONTINUED EDUCATION

**International Law Semester Program**, *American University*

Washington, DC

**Business Management Summer Program**, *Qingdao University*

Qingdao, China

## ADVENTURE ACHIEVEMENTS

**Free Diver, FII Level 1 and 2** - *95ft depth, and 5 minute static breath hold*

**Drone Pilot** - *First-person view (FPV) and standard drone operations*

**Ironman Triathlon, 70.3** - *Lake Winnepesaukee, NH 1.2 mile swim, 56 mile bike ride and 13.1 mile run*

**Scuba Diver, PADI**

## TECHNICAL PROFICIENCIES

Notion | SQL | Zapier | Zendesk | Asana | Adobe Creative Suite | Final Cut | CapCut