

# Myra Lane (she/her)

## Business Transformation Leader

Edmonds, WA | [REDACTED]

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Business Transformation leader who combines strategy and execution to help organizations grow and adapt in complex, ambiguous, and large-scale change. With experience across healthcare, technology, professional services, and legal technology, I have led initiatives and teams ranging from ERP implementations and operating model redesigns to Data and AI Strategy and Product Development. I approach everything I do with a practical and people-centered approach, blending data-driven decision making with human-centered design principles, ensuring that transformation efforts are both innovative and sustainable.

### CORE COMPETENCIES

- Communication & Consensus building with all levels from Executive Leaders to Individual Contributors
- Operating Model Design: People, Process, Technology, and Governance
- Process Improvement & Change Management
- Complex problem solving in highly ambiguous environments
- Strategic Planning & Leadership
- Data-Driven Decision Making

### PROFESSIONAL EXPERIENCE

*Consilio, Remote*

**June 2022 – Present**

#### Vice President, Business Transformation

**Feb 2024 – Present**

Operational Transformation:

- Lead the development and execution of comprehensive business transformation strategies aligned with the organizations long-term goals
- Collaborate with cross-functional teams to establish best practices for operational excellence, process optimization, and performance measurement

Business Performance Metrics & Reporting

- Define and implement KPIs to measure the success and impact of transformation initiatives.
- Establish operational metrics to measure the performance and utilization of teams. Design and implement incentive programs aligned with performance metrics and organizational goals

Strategic Planning

- Partner with business leadership and key stakeholders to set long-term business transformation goals and objectives
- Develop and execute a comprehensive business transformation strategy aligned with organizational priorities
- Define and establish KPIs to measure progress against targets and the success of initiatives

Stakeholder Engagement

- Build strong relationships with key stakeholders to ensure alignment and support for transformation initiatives
- Communicate effectively with all levels of the organization

Change Management

- Develop and implement management strategies to ensure adoption of new processes and technology
- Foster a culture of continuous improvement, innovation, and adaptability

#### Chief of Staff to the CFO

**June 2022 – Present**

Work closely with Finance and Executive Leadership to set, implement, and monitor execution strategy for finance initiatives.

- NetSuite ERP implementation Lead responsible and accountable for driving vendor partnerships, data value stream realization, and internal alignment across the organization to enable successful launch
- Lead preparation and production of executive presentations for executive team and board of directors
- Drive execution of top priorities including the operating rhythm for the team to ensure alignment on strategy and goals

*Seagen, Inc., Bothell, WA*

**July 2020 – June 2022**

#### Senior Manager, Data Strategy & Operations

**Aug. 2021 – June 2022**

Developed, implemented, and continuously improved the Data Science, Strategy & Solutions Team's Agile Operating model through leading framework development, adoption, and expansion to support Data Product delivery.

- Scaled operating model by **80%** in **6** months across a team of **80+** people utilizing a human centered design approach
- Designed KPI framework to measure and monitor the health of DSS&S employee engagement, agile teams' delivery, and business impact through Data Product value streams
- Planned and facilitated **4** xLT strategic sessions to drive alignment on resourcing, operations, and budget
- Directed and empowered **6** Scrum Masters and **10** Product Managers to optimize effectiveness of operating model

- Lead cross-functional partnerships across IT DMO and PMO to enable effective prioritization across data lifecycle
- Managed reporting, forecasting, and allocation for **\$15M** department budget from **30+** contracts across **5+** vendors
- Managed prioritization and delivery of Clinical Data Product resulting in cost savings of over **250k** per year

#### **Senior Program Manager, Commercial Operations**

**July 2020 – Aug. 2021**

Developed blended Agile and Waterfall program framework for Commercial Field Sales programs including process development to advance, track, prioritize, and scale business critical initiatives in a resource and time constrained environment.

- Transformed **100+** backlog items into actionable release schedule that translated business goals into complex technology solutions
- Effectively translated customer needs into a scalable technology solution driving 80% adoption in **2** weeks
- Drove team vision across a diverse team of **30+** individuals spanning **5** IT Teams, Commercial Operations, Sales Leadership, and vendors
- Analyzed and documented risks to make critical pathway decisions balancing requirements, cost, and timelines to enable delivery

#### **Health Perspectives Group, Seattle, WA**

**Nov 2016 – July 2020**

#### **Group Director, Program Management**

**Feb. 2020 – July 2020**

Managed the East Coast Project Management Office (PMO), partnering with Executive Leadership to develop and implement strategic vision, drive process improvement, and provide solutions-based management to increase efficiency, collaboration, and cross-departmental communication.

- Recruited, managed, and coached **8+** Project Managers at varying levels, driving process improvement and solutions-based management
- Sponsored innovative program and resource allocation tool resulting in a **15%** decrease in administrative responsibilities saving over **600K** per year
- Redesigned the invoicing and billing process across the organization including the implementation of new systems (NetSuite ERP, Smartsheet, PBI) ultimately reducing SLA by **80%** and transforming the standard of operational excellence
- Rolled out a new workflow and dashboard in Smartsheets to organization to increase leadership visibility, collaboration, and access to real-time KPI data, reducing communication time by **30%** per month

#### **Director, Program Management**

**Feb. 2019 - Feb. 2020**

Led the design, launch, and implementation of a **\$5M** global gene therapy clinical trial recruitment program focused on improving patient experience and outcomes. Program included CRM platform development and operationalization, website launch, and KPI reporting.

- Led the design, launch, and employee management of a new business function that reduced administrative time for senior level PMs by **20%** resulting in increased job satisfaction and capacity for strategic initiatives.
- Assessed project scope, developed extensive project plans and timelines, conducted weekly resource planning, and completed budgetary analysis throughout project lifecycle

#### **Senior Manager, Program Management**

**Sept. 2018 - Feb. 2019**

Lead and designed patient engagement programs to elevate the patient voice and drive a people-centric approach to advisory boards, support programs, and marketing. Served as account lead with strategic oversight of the day-to-day client relations and account management functions.

- Within **1** month became SME to implement complex ERP infrastructure and reporting workflows which reduced administrative inefficiency by **13%**
- Managed over **\$4M** in business with rapidly changing timelines and scope resulting in **20+** change orders
- Served on internal change management advisory committee providing strategic recommendations to increase account team efficiency and profitability while fostering a positive company culture

#### **Manager, Program Management**

**April 2018 - Sept. 2018**

Planned, monitored, and managed projects focused on patient recruitment, engagement, and advocacy. Responsibilities included assessing and approving project scope, developing, and managing comprehensive project plans, conducting weekly resource planning, ongoing evaluation of timelines, and coordinating monthly financial analysis.

- Managed over **\$2.2M** of signed statements of work across 3 Clients and **25+** brand accounts
- Streamlined reporting process to save **4+** hours of work per week resulting in cost savings of over **\$25K** per year.

#### **Engagement Manager**

**Sept. 2017 - April 2018**

Led patient recruitment and engagement strategies, consulting with clients and colleagues on best practices and opportunities for innovation.

- Planned and executed **20+** in-person events including marketing, logistics, presentations, and travel coordination
- Built relationships with **100+** patients, **7** clients, and **25+** agency partners with successful brand launched including a **\$1M** program that delivered **75%** patient satisfaction and retention

#### **Engagement Specialist**

**Nov. 2016 - Sept. 2017**

Developed and maintained strong relationships with patients, clients and internal business operations. Responsible for creating and maintaining a positive, engaging, patient experience from program initiation to activity participation.

- Mobilized patient recruitment efforts using website, mailers, opt-in forms, & inbound-call marketing channels growing network by **50%** adding **65+** patients to advisory councils & peer-to-peer mentoring programs

## EDUCATION

**BA, Business Administration** | Concentration: Social Enterprise | Seattle Pacific University, Seattle, WA

**1<sup>st</sup> Place: Social Venture Plan Competition – BrioPack an Innovative Vaccine Refrigeration Backpack**

- Partnered with engineering team to design, build, and market a solar powered backpack that optimized the cold chain to enable safe delivery of vaccines anywhere in the world to reduce health disparities and outcomes.

**Certified Practitioner: Human Centered Design** | Luma Institute

## LEADERSHIP & VOLUNTEERING

**Neighborcare Health Foundation Board Member** | 2022 – 2025

- Champion mission of NCH by initiating and cultivating relationships with donors and advise staff on development strategy

**Resident Advisor** | Seattle Pacific University | 2014-2016

- Fostered relationships with 75+ residents through daily interaction and educational and social events to maximize health, safety, and wellness in a university environment. Served as leader, mentor, and first responder to crisis events.

**World Without Genocide** | St. Paul MN | 2011-2016

- Organized event logistics, marketing, and facilitation. Conducted research for blog posts and articles.

### START WITH WHY

Inspire a vision and purpose  
Drive clarity in **outcomes**  
Ruthlessly prioritize



### HONOR PEOPLE & INSPIRE TRUST

Never compromise respect and integrity  
Follow through on **commitments**  
Be accountable for your mistakes

### EMPOWER THROUGH AUTONOMY

Delegate Authority  
Hold people accountable to expectations  
Make recognition and appreciation the default

### EMBRACE A GROWTH MINDSET

Embrace feedback and **continuously improve**  
Don't let perfection be the enemy of **progress**  
Promote **curiosity** and **experimentation**

**DAILY PRACTICE | LEARN SOMETHING NEW | DO SOMETHING NICE | HAVE FUN**