Ann Campea, EdD, MSPM, MPH, PMP, PMI-ACP, CSM

Strategic Project Management and Operations Leader

Organizational change and project management operations executive with 15+ years transforming enterprise systems and leading cross-functional teams at Fortune 500 companies (Apple, Amazon, Hasbro). USC doctorate in Organizational Change and Leadership with proven expertise in strategic planning, portfolio optimization, change management, and university-level teaching. Bridges academic research with practical implementation to drive measurable business results. US citizen eligible for government work.

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CORE COMPETENCIES

Strategic Planning & Operations: Business planning • Portfolio management • Financial forecasting • Rolling roadmaps • ROI analysis • Evidence-based decision support • Resource allocation • Investment prioritization • Performance metrics

Project & Program Management: Enterprise PMO • Agile/Waterfall/Hybrid methodologies • Risk mitigation • Governance frameworks • OKRs • KPI dashboards • Multi-project oversight • Vendor management • Contract administration (SOW, RFP)

Organizational Change & Leadership: Change management strategy • Organizational transformation • Team development (15+ direct reports) • Cross-functional influence • Stakeholder engagement • Training program design • Coaching & mentoring

Systems & Technology: CRM/ERP implementation (NetSuite) • Process automation • Data analytics • Power BI • Excel modeling • Jira • MS Project • Adobe Workfront • Smartsheet • Value realization

Teaching & Training: University-level instruction • Curriculum development • Assessment design • Adult learning principles • Public speaking • Facilitation

PROFESSIONAL EXPERIENCE

Vice President of Operations
TrueSense Marketing Agency

02/2022 - 12/2025

Achievements/Tasks

- Led enterprise-wide organizational transformation across 8 departments and **50+ employees**; designed and executed change management strategy achieving **90%+ adoption** of new operating model. Built and coached high-performing team of **15 project managers + 1 director** through continuous improvement initiatives.

- Developed and managed **1-2 year rolling strategic roadmap**; advised executive leadership on portfolio optimization, resource allocation, and investment priorities. Conducted ROI analyses, market opportunity assessments, and competitive intelligence that enabled evidence-based decision-making.

- Built custom **CRM ("Agency Operating System") integrated with ERP (NetSuite)**; deployed real-time KPI dashboards and variance tracking that reduced manual data entry by **25%** and improved project delivery timelines by **20%**.

📇 PROFESSIONAL EXPERIENCE

Worldwide Readiness Program Manager
Apple

02/2021 - 02/2022

Achievements/Tasks

- Managed global readiness planning for OS-integrated hardware launches; achieved **95%+ on-time delivery** across international markets through evidence-based risk assessment and mitigation strategies.
- Developed business cases and strategic recommendations for hardware-software integration investments; advised engineering leadership on launch timing, market readiness, and resource allocation decisions.
- Partnered with cross-functional teams (E-Commerce, IT, Engineering) to align hardware and software operations; facilitated stakeholder coordination across global matrix organization.

Senior Launch Program Manager, Physical Stores
Amazon

01/2020 - 01/2021

Achievements/Tasks

- Led strategic planning and execution for **Amazon Fresh store and e-commerce launches**; oversaw **10+ concurrent launches** delivered on time and on budget through rigorous variance tracking and performance management.
- Advised senior leadership on launch readiness, risk mitigation, and resource allocation decisions; facilitated stakeholder alignment and evidence-based decision-making across operations, technology, and business development teams.
- Gathered and analyzed data to identify process improvements; reduced launch timeline requirements and removed costs from fulfillment network through innovation and technology enablement.

Senior Project Manager
Hasbro

06/2014 - 01/2020

Achievements/Tasks

- Managed **$500M+ product portfolio**; delivered projects within budget achieving **10% annual cost savings** through variance analysis and strategic adjustments.
- Directed cross-functional teams of **25+ members**; launched **10 new toy lines in one fiscal year** that contributed to girls' portfolio growing to **$1B business.**
- Streamlined product development processes with advanced project tracking systems; accelerated concept-to-market cycle times and improved time-to-revenue.

🖥️ TEACHING EXPERIENCE

Adjunct Faculty
University of California, Riverside | Extension Program

10/2020 - Present

Tasks/Achievements

- Design and deliver graduate-level project management courses: **Project Scheduling & Risk Management**, **Project Procurement Management**, and **Leading with AI**.
- Develop innovative curriculum integrating real-world industry applications with academic theory; create assessment frameworks including capstone projects and case-based learning.
- Mentor students on career transitions into project management roles; provide guidance on professional certifications and industry best practices.

PMP/PMI-ACP Bootcamp Instructor
Project Management Training Institute

07/2025 - Present

Tasks/Achievements

- Instruct intensive PMP and PMI-ACP certification bootcamps for **professionals** annually; deliver comprehensive training on PMBOK framework, Agile principles, and exam strategies achieving **90%+ first-time pass rate** and supporting career advancement into project management roles.

EDUCATION

Doctor of Education (EdD), Organizational Change and Leadership
University of Southern California
08/2022 - 08/2025

Master of Science (MS), Project Management
University of Southern California
01/2018 - 12/2019

Master of Public Health (MPH)
California State University, Fullerton
09/2006 - 06/2008

CERTIFICATIONS

Project Management Professional (PMP)
Project Management Institute

Certified ScrumMaster (CSM)
Scrum Alliance

PMI Agile Certified Practitioner (PMI-ACP)
Project Management Institute