LAURA WIND GUNN

LAURAWINDGUNN.COM

I'm a program and process management expert working within Environmental and Social Governance (ESG). I've served various functions in ESG, EdTech, and Academic Publishing industries over the last 10+ years across the USA, Sweden, and the UK. From leading project/program management and process optimization for three major academic publishers to running customer success and operations for a Swedish EdTech start up, I've worked in various capacities with companies of all sizes.

My working style is one driven by curiosity, kindness, inclusiveness, and grit.

CONTACT

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SUMMARY OF EXPERTISE

Program Management

Managing programs, projects, and portfolios for 10+ years

Change Management

Analyzing impact, developing strategy, and implementing change

Process Design

Coaching teams on process as a Lean Six Sigma Black Belt

Learning Design

Serving as Instruction Design Consultant, Teacher/Professor, and Coach

Customer Experience and Success

Leading teams of customer success agents, designing customer journeys

Communication & Presentation

Designing and delivering presentations to executive stakeholders

WORK EXPERIENCE

■ WILEY

APR 2020 – CURRENT
EDINBURGH, UNITED KINGDOM

Director, Environmental & Social Governance (ESG) Programs

- Operationalise a global, long-term, comprehensive, internal, and external Corporate Sustainability strategy that supports corporate goals, objectives, and reporting requirements
- Completed UN Climate Ambition Accelerator to ensure net zero targets and methodology for carbon reduction are made in alignment with Science-Based Targets initiatives (SBTi)

Director, Business Process Optimization

- Managed APL and BMO portfolios
- Ran process improvement / DMAIC projects, coached project managers
- Visualized projects status for executive stakeholders
- Mobilized Agile team for Workfront team, and optimized platform; managed core Workfront team in business-as-usual phase

■ LIN EDUCATION | LOOPS SOFTWARE OF FOXWAY GROUP (XLLNC)

JUNE 2018 – APR 2020
STOCKHOLM, SWEDEN

Head of Operations & Customer Success

- Managed a team of customer success agents; designed and executed usage of NPS to identify Promotors and Detractors and improve processes accordingly
- Prepared growth plan and developed business model for new entity as a result of M&A; helped strategize/communicate change and impact across business
- Ran company operations, including managing the company's project portfolio and implementing process improvements

Head of Business Development, Software

- Designed courses on dual transformation to help businesses implement better change management practices (to showcase enterprise use case for platform)
- Created an in-depth analysis for product readiness for global expansion.
- Implemented program management methodology and systems across software division to enable better transparency and workflows across Product, Development, Sales, Marketing, Customer Success, and Business Development
- Improved processes to scale our business, including streamlining internal processes and defining market to order strategy

■ MACMILLAN LEARNING

MAR 2012 – JUN 2018
BOSTON, MA, USA

Director of Business Process Improvement (Promotion)

- Developed curriculum (both online and in-person) to support an effort to scale Lean Six Sigma adoption at Macmillan
- Taught change management, including how to conduct a stakeholder analysis and communication plan based on results; coached new Black Belts and Green Belts and lent process improvement support wherever needed
- Worked with a newly formed team in order to build a Business Process Management (BPM) department, design a project pipeline to collect project ideas and assess them based on alignment to company strategy

Director of Process & Data Standards (Promotion)

- Co-organized Ed Foo conference with Google, US Department of Education, Sesame Workshop, and Scientific American; developed attendee-only website which served to continue discussions beyond the event
- Served as Black Belt on Lean Six Sigma project to create customer-driven method for determining optimal price
- Served on Google for Work Innovation Council to transform processes across Macmillan Learning in order to improve transparency, break down silos, and optimize Google for Work's enterprise product suite

Director, Editorial Programs (Promotion)

- Created professional development series called Macmillan Careers to increase retention and visibility to professional development opportunities across the company and imprints
- Led Macmillan Community roll-out, a space for professors to connect and develop their careers
- Managed Macmillan Learning's intranet roll-out, including configuration, integrations, and roll out
- Coordinated salesforce.com roll-out and requirements gathering for editorial department and ran workshops
- Collaborated with Publishers, Acquisitions Editors, and Editorial Vice Presidents to plan title and list strategies

Instructional Design Consultant for Digital Learning

- Collaborated with instructors to design online learning spaces best suited for their program and pedagogy
- Served as project manager for custom media department; collaborated with media producers, course designers, freelancers, copy-editors, permissions, and sales reps for on-time, on-budget custom media project completion

■ PEARSON LEARNING

APR 2010 – JAN 2012
BOSTON, MA, USA

Project Manager (Promotion)

- Completed 295 textbooks (165,854 pages) and generated $16,253,184 revenue between Apr. 2011-Feb. 2012
- 199 textbooks (114,613 pages)/ $12,514,705 of which were within peak season alone (May-August)
- Developed and maintained SharePoint site as a training aid for digitally-rendered document (DRD) department

Quality Assurance Coordinator

- Acted as primary point of contact for all e-book proofreading in the Pearson Learning Solutions imprint
- Ensured DRD mockups followed manuscripts, production instructions, and pagination layout exactly

IN THE COMMUNITY

PROFESSIONAL MEMBERSHIPS

Harvard Digital Publishing Collaborative, Co-Chair and Podcaster — 2017–2018

Bookbuilders of Boston, Board Member & Officer — 2012–2015

TEACHING

Rosie's Place, Volunteer Teacher (ESOL, Writing) — 2015–2016

Northeastern University, Adjunct Professor 3006: College English Workshop — 2012

University of Rhode Island, Adjunct Professor & Teaching Assistant (Literature, Women's Studies) — 2008–2009

SPEAKING

EU Commission of EdTech Experts — **Brussels, Belgium**
- "On Social Learning" — April 2019

Keynote Speaker, Perkins School for the Blind | Girls' Weekend — **Watertown, MA, USA**
- "Making SMART Goals to Achieve Your Dreams" — April 2016

Speaker, Harvard Digital Publishing Collaborative — **Cambridge, MA, USA**
- "Networking in the Publishing Industry" — August 2015

Panelist, Career Colloquium at University of Rhode Island Graduate School — **Kingston, RI, USA**
- "How to Get Your Foot into the Publishing Industry Door" — March 2015

Panelist, Roger Williams University Career Colloquium — **Bristol, RI, USA**
- "Life After a Humanities Degree: On Building your Skills Set" — October 2015

Speaker, Digital Publishing Summit, Innovation Enterprise — **New York, NY, USA**
- "Future of Educational Publishing" — July 2014

TECHNICAL SUMMARY

- Experienced in several **Learning Management Systems** and have certification in e-Learning from Northeastern University
- Skilled in **training/development tools**, such as building courses in Captivate and tracking using Cornerstone
- Proficient in **project management/scheduling tools** including JIRA/Confluence, SharePoint, MS Project, Trello, and others
- Experienced in **statistical analysis** using Excel, Google sheets, Minitab, Tableau and R (programming language)
- Practiced with **formatting and design** using InDesign, the Microsoft Office suite, the Google suite, and others

EDUCATION

MASTER OF ARTS

English Literature
University of Rhode Island
2010

BACHELOR OF ARTS

English Literature, French
Roger Williams University
Magna Cum Laude | 2008

LANGUAGES

- English (Native)
- Swedish – Intermediate (B1)
- French – Intermediate (minor in university)