

COURTNEY DIXON

Strategic Operations | Program & Portfolio Leadership | Product, Tech & Marketing Operations

Strategic operations leader with 15+ years of experience building operating systems across product, technology, marketing, and agency environments. Known for creating structure in fast-moving organizations through portfolio governance, executive reporting, resource planning, and cross-functional execution rhythms. Brings a strong track record of improving visibility, accountability, and decision-making across leadership teams.

EXPERIENCE

Senior Technical Portfolio Manager

A Place for Mom | January 2025 – Present

Senior strategic operations and delivery leader within Product & Technology, focused on aligning cross-functional initiatives and building operating systems that support scalable execution across data, product, and engineering teams.

- Partner with Product, Engineering, and Data leadership to align priorities, manage cross-functional initiatives, and improve visibility into risks, dependencies, and progress
- Support quarterly planning and weekly execution tracking across 10–30 Product & Technology workstreams, improving visibility into priorities, progress, risks, and dependencies
- Develop dashboards, reporting cadences, and initiative tracking systems used by cross-functional stakeholders and executive leaders to improve prioritization, decision-making, and execution visibility
- Build scalable onboarding and documentation systems that create consistency, preserve institutional knowledge, and accelerate ramp-up in a fast-changing P&T environment
- Establish planning and communication cadences across Product, Engineering, Data, Marketing, Sales, and Finance to improve alignment on priorities, dependencies, and execution risks
- Design and implement a Data Governance Framework, along with intake, ad hoc request, and change management processes, to establish clearer documentation, accountability, and compliance standards
- Improve Jira and Confluence workflows to enhance visibility, consistency, and operational efficiency

Chief Operating Officer

SRW | Boulder, CO | August 2023 – December 2024

Led operational strategy and execution across a founder-led marketing agency, focusing on improving financial visibility, resource planning, workflow operations, and cross-functional alignment.

- Built reporting frameworks to improve visibility into client performance, team utilization, and department profitability
- Created financial tracking and escalation processes across \$6M in client revenue, improving visibility into outstanding payments, reimbursements, and complex client account issues
- Managed internal agency expenses and implemented tracking systems to strengthen cost control and planning
- Led implementation of project management systems across Creative, Account, Project Management, Finance, Production, Strategy, and Media teams, improving workflow visibility and resource allocation
- Partnered daily with founders to align priorities and improve coordination across departments
- Introduced planning and operational structures that improved workload visibility, clarified priorities, and supported more sustainable execution across a 30+ person agency

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SKILLS & CAPABILITIES

Operations Leadership: Strategic Operations, Business Operations, Operating Cadences, Process Design, Operational Scaling

Portfolio & Delivery: Program Management, Portfolio Management, Roadmapping, Cross-Functional Execution, Risk/Dependency Management

Business Visibility: Executive Reporting, Resource Planning, Workforce Optimization, Data Governance, KPI Frameworks

Tools: Jira, Confluence, Asana, Smartsheet, Teamwork, Notion, Excel, PowerPoint

EDUCATION

Indiana University,

Bloomington, IN

- B.A. Telecommunications, Production and Design
- Minor: Spanish and Business Management

VP, Director of Operations

SRW | Boulder, CO | April 2022 – August 2023

Promoted to VP after one year, leading operational strategy, resource optimization, and performance tracking across departments.

- Conducted cross-department operational audits to identify workflow gaps, improve resource utilization, and strengthen delivery efficiency across the agency
- Built data-driven staffing and workload planning processes across 50+ person agency
- Implemented cost-saving initiatives and improved expense management
- Supported leadership decision-making through reporting and analysis

Director of Project Management

SRW | Boulder, CO | November 2021 – April 2022

Led project management operations across multiple clients and internal teams, ensuring consistent execution and operational efficiency.

- Standardized processes to improve accountability and workflow consistency
- Built planning and resource allocation frameworks to improve project delivery
- Managed \$2M+ in client revenue across PR, Influencer, Paid Media, and Strategy
- Coordinated cross-functional teams to deliver integrated marketing programs

Senior Account Manager

Human Design LLC | Boulder, CO | November 2020 – November 2021

Managed client relationships and project execution across a range of industries, overseeing budgets from \$20K to \$350K.

- Served as primary client contact, ensuring delivery against timelines and budgets
- Coordinated internal teams to manage project execution and client needs
- Identified opportunities for growth and mitigated project risks
- Developed and presented project plans, status updates, and performance reports

Associate Director of Project Management

Crispin Porter + Bogusky | Boulder, CO | December 2015 – November 2020

Progressed through multiple project management roles at a global advertising agency, supporting large-scale marketing and production initiatives across cross-functional teams and high-profile clients.

- Led a team of project managers overseeing complex, multi-disciplinary initiatives from concept through delivery
- Partnered with executive and operations leadership to strengthen governance, workflows, and delivery processes
- Built reporting structures and operational frameworks that improved visibility, accountability, and delivery outcomes
- Promoted from Senior Project Manager based on leadership impact and operational performance