

Cathleen Ayala

VP OF BUSINESS OPERATIONS



PROFESSIONAL BIO:

Cathleen is an accomplished Vice President of Business Operations at We Are Rosie, where she plays a crucial role in defining and executing the company's operational strategy to ensure alignment with overarching business goals and objectives. With a strong focus on data-driven decision-making, she adeptly tracks and analyzes operational performance metrics to identify trends that inform strategic initiatives. At the helm of a talented team of operations professionals, Cathleen leads contract negotiations, implements the company's strategic vision, and optimizes operational processes to achieve peak efficiency, scalability, and profitability.

Drawing from her extensive background in operations and project management, Cathleen brings a wealth of experience to her role. Prior to joining We Are Rosie, she honed her skills agency-side, where she successfully led various projects, orchestrated dynamic teams, and oversaw agency operations. Her expertise as a project lead extends to technology platform implementation and the execution of complex digital and multi-channel marketing campaigns.

As an integral part of agency leadership teams, Cathleen has masterfully planned, directed, and executed operations and systems, overseeing all department functions with precision and providing invaluable guidance on execution.