



LAUREN STEELE

Enterprise Project Manager & Transformation Leader

OBJECTIVE

NYC-based enterprise project and transformation leader with experience directing cross-brand initiatives, portfolio governance, and business and IT delivery across multi-brand retail organizations. Seeking a PMO leadership role leading portfolio strategy, change management, and executive stakeholder engagement.

PM EXPERIENCE

Manager, Enterprise Transformation | *KnitWell Group*

APR 2026 - PRESENT

- Leads enterprise-wide transformation initiatives and strategic programs across all KnitWell brands, partnering with executive leadership, business stakeholders, and technology teams to deliver complex organizational and technology change.
- Drives portfolio governance, executive decision-making, and cross-functional alignment through steering committees, leadership presentations, risk management, and enterprise-wide communication strategies.
- Oversees high-impact initiatives including organizational hierarchy transformation, AI innovation and adoption, reporting modernization, enterprise data and analytics efforts, and large-scale business readiness programs.
- Serves as a strategic advisor to business and IT leaders, helping shape roadmaps, prioritize investments, navigate organizational change, and align initiatives to enterprise objectives.
- Influences successful business outcomes through executive stakeholder engagement, change leadership, operational readiness, and enterprise transformation governance.

Project Manager, EPMO | *KnitWell Group*

JAN 2024 - APR 2026

- Managed a portfolio of cross-functional business and technology initiatives across merchandising, planning, allocation, stores, marketing, finance, reporting, and digital teams, partnering with stakeholders across multiple KnitWell brands.
- Played a key role in the implementation and adoption of S5 Stratos, supporting a large-scale merchandise planning transformation through UAT coordination, change readiness, training alignment, stakeholder communications, and deployment planning. Implemented across four enterprise brands.
- Supported the launch and operationalization of Off The Rax, a multi-brand enterprise initiative, coordinating timelines, dependencies, and cross-functional execution to enable a new business model.
- Led project governance, risk management, readiness activities, executive communications, and change management efforts to drive successful delivery and adoption of strategic initiatives.
- Partnered with business and IT leaders to improve enterprise processes, strengthen cross-functional collaboration, and deliver measurable business outcomes across the project portfolio.

Senior Project Manager, Omnichannel Marketing | *LIVELY*

OCT 2022 - NOV 2023

- Planned and executed key, large-scale cross-functional brand initiatives from start to finish, including sitewide price changes, sales and markdown strategies, global ecommerce Canada launch, product exchanges, retail visual merchandising, and marketing program launches (rewards and affiliate programs).
- Developed and implemented a quarterly framework for kick-off meetings, presentations, and brainstorming that resulted in a unified go-to-market strategy, from product design and planning through marketing strategy and creative execution.
- Served as key POC with external vendors such as GMA, 260 Sample Sale, Amazon, and Target to drive incremental revenue projects and brand extension initiatives.
- Built and maintained site project roadmaps and timelines for key site redesign projects in partnership with technology and creative teams, including Homepage, Navigation, PDP, Collection Pages, Blog, Fit Guide, Rewards, and Affiliate Program landing pages.

Project Manager, Marketing | *LIVELY*

OCT 2020 - OCT 2022

- Built project timelines and managed Marketing workflows in Asana, ensuring team members hit key milestones and deadlines; communicated key project status updates to Marketing and cross-functional teams.
- Coordinated project and campaign briefings with Marketing and external department stakeholders (Planning, Technology, CX, Retail, Operations).
- Maintained documentation of team workflow, processes, and best practices; led team process training sessions and mentored team members on workload prioritization and organization.

PRODUCTION EXPERIENCE

Production Coordinator, Aerie Core Bras

OCT 2019 - AUG 2020

American Eagle Outfitters

Production Assistant, Aerie Core Bras

AUG 2018 - SEPT 2019

American Eagle Outfitters

Product Development Assistant, Girls Intimates & Sleep

JULY 2017 - JULY 2018

Dreamwear Inc.

CONTACT ME

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Brooklyn, NY

EDUCATION

B.S. Fashion Merchandising and Design

Minor: Communications

Virginia Tech

CERTIFICATIONS

Project Management Professional (PMP®)

SKILLS

- Portfolio Governance
- Change Management
- Executive Stakeholder Management
- Risk & Issue Management
- Cross-Functional Program Leadership
- EPMO Methodology & Frameworks
- Timeline Creation & Management
- Cross-functional Communication
- Process Creation

PROGRAMS

- MS Project
- Wrike
- MS Planner
- Asana
- MS Copilot
- Claude
- Microsoft Office
- G Suite
- Figma
- Canva