



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

MARGARET ABELES

Consulting COO

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EXECUTIVE SUMMARY

Operating and C-suite leader who makes good companies even better and helps them grow. Creates and executes business and marketing strategy, performs chief of staff functions, project manages key initiatives, creates change management programs, and streamlines operations. Saves C-suite leadership time so they can focus on what is most important to them, including their vision, innovation projects, and clients. Impact companies in many sectors (financial services, technology, and entertainment) and companies of all sizes (Disney, Charles Schwab, Wells Fargo, and early-stage ventures).

EMPLOYMENT HISTORY & EXPERIENCE

PARTNER, CONSULTING COO

2GO Advisory Group

2024 to Present

www.2goadvisorygroup.com

2Go Advisory Group provides C-level executives with the talent, advice, and support they need on an as-needed basis to design and execute flexible, expert, operational solutions for customers.

- Co-leads the Professional Services practice.
- Leads Chief of Staff practice.

CHIEF EXECUTIVE OFFICER

Margaret Abeles Enterprises

2019 to 2023

Partnered with CEOs and C-suite leaders to determine strategy, grow revenue, implement key projects, and enhance operations. Clients included Wells Fargo, First Republic Bank, Pfizer, and small technology companies.

- Achieved 20% revenue increase by creating and implementing go-to-market strategy
- Decreased CEO's time on operations by better defining executive team's roles
- Increased funding for a digital marketing program through compelling communications and a change management program which reached over 1,000 stakeholders
- Created comprehensive operational playbooks to scale marketing operations

CHIEF STRATEGY OFFICER

Hanson Bridgett, LLP

2013 to 2019

First chief strategy officer at this top tier Bay Area law firm (\$100M+ revenue). Led marketing and business development teams.

- Contributed to 18% firm revenue growth through creation/implementation of long-term strategic plan
- Performed chief of staff functions to increase CEO's time with clients and promoting firm
- Led team that implemented more than 600 business development and marketing projects annually
- Heightened partners' competitive advantage by defining value proposition, branding, and positioning.

MANAGING DIRECTOR

Charles Schwab

2006 to 2013

Led research and teams that drove strategy, competitive positioning, and client experience. Won the Charles Schwab CEO award.

- Shaped strategy using analytics, insights, and loyalty while leading a cross-functional wealth team
- Led over 500 research projects, impacting strategic, positioning, and product decisions
- Created new products and services through innovation forums
- Developed consumer insights and competitive intelligence think tank for CMO

VP, STRATEGIC PLANNING

Porter Novelli Public Relations (an Omnicom Company)

2004 to 2006

Created and developed the West Coast strategic planning function and developed successful marketing strategies for marquee clients such as HP, Wells Fargo, MGM, and McDonald's.

DIRECTOR/HEAD OF RESEARCH, DISNEYLAND RESORT

The Walt Disney Company

1997 to 2004

Anaheim, CA

Led first global insights function for Disneyland. Partnered with the Walt Disney Imagineers to determine which rides should be built and how to update existing rides. Influenced the development of a \$4 billion theme park and partnered with the advertising team to optimize over \$1 billion in advertising spend. Partnered with Disney Corporate on high stakes research, frequent collaborator with Disney World.



EDUCATION

MBA, UCLA Anderson School of Business

BS, Pepperdine University
- Business Administration

2GO Advisory Group



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