



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

LAUREN ZASLANSKY CONNER
Consulting COO

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EXECUTIVE SUMMARY

Energetic leader, always seeking multi-functional solutions by asking the right questions, respecting opinions, and inspiring teams to perform their best. Proven track record of leading team and revenue growth for startups and entrepreneurial divisions of long-established organizations.

EMPLOYMENT HISTORY & EXPERIENCE

PARTNER, CONSULTING COO

2023 to Present

Specialty consulting firm that customizes operations management solutions by utilizing part- and full-time staff through contract employment or direct hire.

- Leads the Consumer Products and Services practice.

2GO Advisory Group

www.2goadvisorygroup.com

CO-FOUNDER & CHIEF OPERATING OFFICER

2020 to 2022

Oversaw day to day operations of virtual funeral and memorial services organization. Developed technical resources, efficient processes, and strong relationships with clients and stakeholders. Drove revenue planning, marketing efforts and all brand communications. Built 30+ member team across North America with focus on supportive and client-centric culture.

- Built \$2M annualized memorial online event business through strategic development.
- Accrued 93 Net Promoter Score across 600+ events with exceptional customer care.
- Generated 2K+ event inquiries through multichannel digital marketing and referrals
- Navigated sale of GatheringUs to Keeper Inc. using adept negotiation

GatheringUs

CHIEF REVENUE OFFICER

2018 to 2019

Played key role in cutting-edge startup focused on consumer products for new moms and young families. Provided subject matter expertise to drive product development, brand marketing, and operational planning.

- Launched direct to customer and retail business using clear revenue modelling
- Spearheaded revenue plan for \$10M+ wholesale product launch

Rocking Inc

VP, ECOMMERCE BUSINESS DEVELOPMENT

2014 to 2018

Played pivotal role in driving remarkable revenue growth. Developed robust strategy for MGA/Little Tikes brands across Amazon, Walmart.com, and other ecommerce sites. Owned end-to-end responsibility for online sales, operations, and customer service enhancement. Managed assets and implemented effective digital retail marketing strategies. Led Direct-to-Consumer Little Tikes business and team.

- Expanded domestic ecommerce toy sales business to \$100M over 3 years.
- Oversaw ongoing development and successful performance of 15-member sales team.

MGA/Little Tikes

Van Nuys, CA

VARIOUS POSITIONS

2002 to 2013

Drove CRM strategies, customer acquisition planning, and database development. Created activation plans for national retailers. Navigated digital and retail marketing for Disney Baby licensed business launch.

- Directed online launch of \$1BN+ retail sales addition to International Disney brand portfolio

The Walt Disney Company

CO-PRESIDENT/ACTING EXECUTIVE DIRECTOR

2019 to 2023

Burbank Temple Emanu El

CLASS PROJECT MANAGER

2022-2023

Leadership Burbank



EDUCATION

MBA, Columbia Business School

BA, University of Pennsylvania

EXPERTISE

- Entrepreneurial leadership
- Relationship Building
- Analytical and multifaceted decision-making
- Project Management

KNOWN FOR

- Combining quick problem solving with long-term planning
- Identifying what needs to be done and doing it
- Balancing the needs of diverse stakeholders to achieve growth
- Leading cross-functional teams with empathy and results
- Bridging communication across functional, hierarchical, and demographic divides

ACCOMPLISHMENTS

- Directed online launch of \$1BN+ retail sales addition to International Disney brand portfolio.
- Grew \$100M domestic ecommerce toy sales business expanding 200% in 3 years.
- Spearheaded revenue plan for \$10M+ wholesale product launch.
- Built \$2M annualized memorial event business through strategic development.

2GO Advisory Group



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