

Tyrah West

Senior Program Manager

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Twenty years ago, I was recruited as a representative for the #1 mattress company in the world. What started as a place to land after design school turned into an amazingly fulfilling career driving sales, educating internal and external partners, and building world-class brands. Last year I branched out into a more mission-driven role but I'm still looking for the right cultural fit and new challenges.

Experience

University of Kentucky

Senior Program Manager, Kentucky AIDS Education and Training Center 2022 - present

- Manages program employees and activities to improve the quality of care for people with HIV
- Allocates \$1.7M grant budget to support program goals
- Analyzes event evaluations to improve training quality and relevancy
- Delivers Crisis Prevention Institute Verbal Intervention training to faculty and leadership

Tempur Sealy International

Talent Development Manager 2021 - 2022

- Identified continuing development needs and executed plans that optimized organization effectiveness for over 12K employees
- Collaborated with stakeholders and gained commitment from the business when implementing company-wide programs
- Owned relationships with learning management system (LMS) company and other vendors
- Facilitated Development Dimensions International (DDI) leadership training, on-boarding activities, and annual code of conduct training

Learning and Development Manager

2020 - 2021

- Built an inclusive training team from four siloed departments
- Elevated content by implementing new technologies including Camtasia, Vyond, and Articulate 360
- Executed a multi-year training initiative to replace three Enterprise Resource Planning platforms
- Planned and hosted town-halls, leadership summits, and community engagement events

Senior Trainer (Service Excellence Center)

2018 - 2020

- Provided strong leadership by managing department trainers, and auditing content and delivery
- Revamped onboarding by incorporating quality assurance data and adult learning principles
- Managed special projects for business partners such as social media bootcamp and the Convey order tracking launch

In-store Experience Manager

2017 - 2018

- Directed development of compelling in-store displays, product illustrations, and animations to reposition Tempur-Pedic as a bedding industry thought-leader
- Designed the innovative Connected Retail Experience, bridging in-store and digital consumer experiences through product selector tools, in-store virtual demos, and try and rate applications
- Created brand advocacy by representing Tempur Sealy brands at industry events

Experience Cont.

Senior National Sales Trainer 2014 - 2017

- Managed salesforce integration training after the 2012 Tempur-Pedic and Sealy merger
- Facilitated portfolio training sessions for 4K+ diverse retail sales associates per year
- Founded the Mark Oliver Project, the 2016 TSI Improving Lives award-winning service tradition
- Guided New Product and Brand teams as member of the Product Advisory Council
- Certified as a QVC guest and assisted in the sell-through of products to QVC

Field Sales Consultant 2012 - 2014

- Exceeded sales goals by conducting effective, conceptual brand and product training across over 70+ retail locations
- Focused on maximizing sales through increasing slots, improving merchandising, and leveraging retail sales training programs
- Selected for pilot group to manage portfolio responsibilities for national accounts

Macy's Inc.

District Merchandising Manager 2008 - 2010

- Responsible for managing a \$47M district budget through product selection, visual merchandising, and staffing for ten Macy's West locations
- Led district to a 1% sales increase vs. national average loss of 10% in 2009
- Analyzed bedding productivity and returns to create a plan that recaptured \$1.7M of revenue as Manager in Charge for Macy's West mattress business

National Accounts Representative, Sealy Mattress Company 2003 - 2007

- Drove sales at 45 Bay Area stores by training retail sales associates and creating brand advocates
- Developed nationally used point of purchase materials for Stearns & Foster brand
- Dominated Macy's West mattress department sales with 75% of balance of share
- Presented best practices to the entire Sealy sales force at the 2007 national sales meeting

Education

University of Kentucky 2021 - 2024

- Bachelor's Degree, Liberal Arts with Social Science Focus
- 3.90 GPA, graduating May of 2024

The Fashion Institute of Design and Merchandising, San Francisco 2001 - 2003

- Interior Architecture

Dixie State College of Utah 1999 - 2001

- Associate's Degree, General Studies

Skills

- Strong program management and organization skills
- Balances strategic planning with thorough execution
- Works collaboratively; builds and leverages relationships for optimal results
- Innate public speaking and presentation talent
- Check out <https://tyrahwest.journoportfollio.com> for work samples

References available upon request.