

NICOLE CHENAULT

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Professional Summary

Strategic operations and marketing leader with over a decade of experience driving executive priorities, operational excellence, and cross-functional alignment across global organizations. Proven ability to operationalize strategy, lead complex programs, and advise senior executives on performance improvement, organizational design, and change initiatives. Skilled at influencing across all levels, distilling complex insights into clear messaging, and fostering team cohesion in dynamic, often ambiguous environments. Experienced in remote collaboration and leading initiatives across U.S. and Europe.

Skills

- Strategic Planning & Execution
- Cross-Functional Program Leadership
- Executive Communication & Reporting (QBRs, Annual Reviews)
- Stakeholder Alignment & Influence
- KPI Development & Performance Reporting
- Influencing & Negotiation
- Business Operations & Process Improvement
- Data-Driven Decision Making
- Project & Portfolio Management

Career Experience

ABB, Global technology company | Auburn Hills, MI 2024 – Present

Marketing & Sales Operations Director

- Lead strategic marketing operations for ABB's U.S. Robotics division, coordinating cross-functional alignment between product, sales, and marketing teams to support growth across logistics, life sciences, and manufacturing sectors.
- Spearheaded the development and execution of B2B lead generation campaigns, translating business needs into scalable marketing tactics and program deliverables.
- Partnered with distributors, integrators, and internal stakeholders to streamline lead management processes, improving MQL-to-SQL conversion.
- Acted as a thought partner to the Sales and Business Segment Leaders, influencing team direction and advising on strategic priorities and operational execution.
- Developed executive-ready campaign dashboards and program updates, fostering clarity and accountability across regions and functions.

Deloitte, Global professional services organization | Detroit, MI 2021 – 2024

Manager, Industrial Products & Construction Sector

- Supported leadership team with strategic planning, communications, and performance tracking across a \$1.6B+ portfolio.
- Orchestrated cross-functional strategic initiatives and leadership forums, including monthly, quarterly and annual account and sector reviews.
- Consolidated insights from disparate data sources to craft executive briefings and inform decision-making at the national level.
- Collaborated with Marketing, PR, and Research teams to develop go-to-market strategies and client engagement plans aligned to firm-wide priorities.
- Served as liaison between senior leadership and delivery teams, enhancing visibility and execution of cross-sector priorities.

Client Experience Manager, Chief Executive Program

- Planned and executed global CXO programs, including CEO executive development programs and bespoke advisory experiences, positioning Deloitte as a trusted strategic partner to C-suite executives.
- Collaborated cross-functionally with Marketing, Sales, Sector Leaders, and Insights teams to align content, speakers, and strategy with client priorities and business objectives.
- Designed and delivered seamless, high-impact executive experiences, managing logistics, branding, environmental design, and onsite execution across national and global locations.
- Crafted tailored communications, executive briefing materials, and post-event reports to reinforce strategic value and extend relationship momentum.
- Contributed to program innovation by developing scalable best practices, enhancing CXO engagement models, and integrating feedback loops to optimize outcomes.

Global Client Account Manager, Kroger and Marriott

- Served as strategic operations lead across two Fortune 500 accounts, driving alignment of business priorities with firm capabilities and delivering an integrated client experience.
- Partnered with account leadership to develop and execute account growth strategy, identifying strategic investment areas and surfacing Deloitte's differentiated capabilities.
- Managed internal operations for 900+ professionals supporting the accounts, ensuring delivery excellence, budget accountability, and streamlined communication.
- Developed market and client intelligence strategies to inform leadership decision-making and improve responsiveness to client needs.
- Drove cross-functional collaboration between U.S. and global member firms, enhancing coordination across disciplines and increasing speed-to-delivery on high-impact client initiatives.
- Led internal reporting and feedback analysis processes to evaluate performance and identify opportunities for account optimization.
- Mentored junior team members and helped foster a culture of collaboration, inclusion, and excellence across the account teams.

OneMagnify, Global performance marketing & technology agency | Detroit, MI & Cologne, Germany **2017 - 2021**

Account Supervisor (Client Service Lead)

- Oversaw marketing strategy development for Ford Motor Company's Commercial Vehicle Center program, overseeing a cross-functional team of 5 marketers and project managers to deliver multi-channel campaigns and technical solutions, driving commercial vehicle sales and dealer membership rates.
- Championed change management communications for major dealer programs, streamlining rollout across Ford Commercial Vehicle Center dealerships.
- Led the PMO for Ford of Europe's Parts & Service Marketing Department, developing and executing a change strategy and integrated communications plan that improved execution excellence, increased alignment across markets, and accelerated the rollout of marketing initiatives across 20+ countries.
- Designed and facilitated recurring QBR processes, ensuring accountability, performance tracking, and executive alignment across product and marketing teams.
- Delivered data-driven insights and marketing dashboards to executive stakeholders, helping inform key budget and resource allocation decisions.

JLL, Professional services firm specializing in commercial real estate | Washington, D.C.

2015 - 2017

Marketing Manager

- Developed integrated marketing strategies to position commercial properties for lease or development, aligning campaigns with the investment objectives of property owners and institutional clients.
- Led end-to-end project management of marketing plans, creative campaigns, and on-site branding initiatives to accelerate deal velocity and support brokerage goals.
- Produced high-impact digital and print marketing materials using Adobe Creative Suite and managed content distribution across platforms including email and web.

- Directed the execution of client-facing experiences, including site tours and launch events, managing vendor coordination, budgets, and on-site logistics.
- Conducted post-campaign analysis and provided strategic recommendations to enhance visibility and performance of future property marketing efforts.
- Supported business development efforts by crafting tailored proposals, pitch presentations, and marketing strategies that reflected deep understanding of client goals and competitive positioning.

Education

Master's Degree, Public Relations, and Corporate Communications | Georgetown University

Bachelor's Degree, Radio, Television and Film | Howard University