



Cynthia Escamilla

Principal Owner

INTRODUCTION

Cynthia is a proven insightful consultant with deep organizational design experience and excels at business connectivity, collaboration, leadership coaching with a strong passion for diversity and teaching.

She effectively transitions organizations at global, national, and regional levels using the STAR model and 5-Milestone approach.

Cynthia has spent the last 25 years working for and consulting with leaders in companies including Nike, Intel, Delta Faucet, VF Corporation, Microsoft, Hydro One, and E&J Gallo, and specializes in enterprise and functional design in Marketing, Human Resources, Finance, Operations, and Product.

Cynthia graduated from San Jose State with a BS in International Business and has an Advanced Org Design certification from USC Marshall School of Business. She also serves as Board Chair for the non-profit practitioner community of Organization Design Forum.

Cynthia resides in Portland, OR.



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Represented by **ProKo** AGENCY, INC



EXPERTISE

- Enterprise assessment and capability definition
- Strategy-led organization design
- Organization design capability building
- Process redesign
- Implementation planning and activation



INDUSTRY EXPERIENCE

- Consumer packaged goods
- Retail
- Technology
- Manufacturing
- Utilities

REPRESENTATIVE EXPERIENCE

Client: VF Corp (North Face and Vans)

Project: Enterprise Design, BU Design, Functional Design

Role and outcomes: Led business unit design of two multi-billion-dollar companies based on enterprise operating model to ensure design and operating consistency among portfolio of brands. Led HR restructure that included diagnostic, clarifying enterprise capabilities, accountabilities, and service model to accommodate enterprise and brand portfolio.

Client: Masco Corp (Delta Faucet)

Project: Enterprise Design, Functional Macro and Micro Design, Activation, and Post-Activation Assessment

Role and outcomes: Led enterprise design based on operating model focused on improving product speed-to-market, omni-channel capabilities across trade, retail, and eCommerce, and dedicated innovation and growth resources. Design included multiple micro-design teams, leadership alignment, and post-implementation assessment.

Employer: Nike

Project: Enterprise Design, BU Design, Functional Design

Role and outcomes: Led enterprise org design workstream aligning multiple corporate initiatives covering geographies, categories, and marketplace. Defined future capabilities and redesign framework to reset Nike infrastructure aligned with corporate strategy. Led and executed Corporate Finance restructure inclusive of Financial Planning and Controlling. Design included outsourcing model for transactional services.