

Rachael M. Cassleman

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DATA-CENTERED OPERATIONAL LEADER

Medical Device Products, Retail, CPG

Business Transformation • Analytics Strategy • P&L • Growth Leader

Strategic and data-driven operational leader with nearly two decades of experience in transforming organizations through analytics, AI integration and process and culture optimization. Recognized for EQ+IQ leadership, building high-performing teams and driving significant business growth through strategic insights and team collaboration. Seeking to leverage my expertise in a senior leadership role focused on business transformation through analytics.

Accelerating YoY EBITDA, increasing employee engagement and delivering millions of dollars in revenue

Analytics Strategic Design & Execution	→	Delivered 13% inventory reduction through analytics driven sales and inventory planning, 400% ROI of acquired market data driven segmentation strategy and improved speed of dashboard delivery from months to weeks through introduction of AGILE
Functional Leadership	→	Transformation Office, Strategy, Marketing, Pricing, Finance, Operations
Industry Experience	→	Medical Device, Consulting, CPG, Retail, Public / Private Ownership
Top Performer	→	Agent of Change , Avanos Medical President's Club , Cantel Medical

Select Competencies: Strategic Planning | Organizational Influence | Team Management | Cross-Functional Leadership | Change Management | Communication | Project Management | Contract Negotiations | Analytics | Market Research | Customer Segmentation | Competitive Analysis | Forecasting | Financial Modeling | M&A | AI Strategy | Healthcare / Claims Data Analytics | Orthopedics | Endoscopy | ASC Strategy | Analytics Vision | Agile Project Delivery | Data Storytelling | Business Intelligence | PowerBI

PROFESSIONAL EXPERIENCE

Avanos Medical | Alpharetta, GA

2021– Current

\$800M medical device company specializing in Pain Management and Digestive Health solutions across multiple departments and facility types. Operates in 13 countries worldwide

Head of Enterprise Insights & Analytics – Transformation Office

Product Owner & Government Pricing Leader, Hyaluronic Acid Product Line

Strategic Insights & Analytics Director – Pain Franchise

Designed and implemented analytics initiatives across multiple departments, reduced turnover through cultural initiatives and successfully built and executed market penetration strategies for an \$80M product line

- Achieved more than \$90M EBITDA business cumulative less than 3 years on a \$350M business through organization analytics transformation unlocking \$80M, high margin target acquisition, reduction of costly sales strategy and visibility into sales execution KPIs.
 - Delivered organization-wide market data strategy to accelerate sales with a 400% ROI through market data acquisition, data engineering and insight delivery. The resulting market segmentation strategy established a basis for 2 successful product launches expecting to generate more than \$3M revenue in the 1st year.
 - Led Sales, Inventory, Operations Planning (SIOP) analytics driven reconstruction resulting in Forecast Accuracy improvement of 9% and 13% reduction of finished goods inventory while reducing backorders.
 - Increased speed of Sales KPI Dashboard delivery by 90% through rebuild of the data engineering team, delivery of a data lake project and launch of agile project management resulting in \$2M in sales org time savings.
 - Established and led a culture committee to address falling employee engagement scores and increase in regrettable turnover. This initiative decreased regrettable turnover and reinstated corporate focus on our patients.
 - Built a high-functioning analytics team to tackle a range of core and strategic analytics contributing to increased KPI visibility for executive management of business and \$5M hard savings from salesforce restructure.
 - Initiated market strategy and execution for \$80M product line including long range plan, navigating shift in reimbursement landscape with a strategic pivot, minimized junior talent turnover and onboarded new executives.
 - Turned around ailing function responsible for Medicare controlled price reporting (ASP) through effective team leadership and external benchmarking.
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- Kicked off Business Process Innovation function with the Transformation office in order to drive analytics driven change. Set vision to focus projects on Automation, Acceleration and Innovation. Results expected end of 2024.

Cantel Medical (acquired by STERIS 2021) | Minneapolis, MN

2016 – 2021

\$1B medical device company specializing in infection prevention solutions

Global Market Research & Data Analytics Director (Sr. Manager, Manager)

Led strategic initiatives including launching a corporate ERG, integrating PowerBI tools for real-time insights, securing a \$4.6B acquisition and transforming go-to-market strategies across US and European markets.

- Launched first corporate ERG as President of the Women's Network, kicked off in March 2020.
- Provided market intelligence insights for the due diligence team securing the \$4.6 billion sale of Cantel Medical.
- Led the due diligence process for a \$30M competitive target resulting in acquisition.
- Consolidated global strategic plans for multiple years contributing to the successful sale of the company.
- Delivered strategic insights to executive teams across market landscapes and commercial execution including Investor Relations insights to communicate Cantel's performance in a rapidly shifting landscape during COVID.
- Delivered the first PowerBI tools integrating market and internal data for real-time insights into market monitoring.
- Established a community of practice for cross-functional analysts leading to alignment on best practices, data integrity and prioritization across departments.
- Built and executed KOL engagement strategy including hosting onsite advisory board, facilitating customer engagement roundtable discussions and completing quantitative market insights projects resulting in transformed go-to-market strategies in US and European markets contributing to the successful delivery of 3 budget cycles.
- Facilitated 2-day ELT strategy workshop designed to pivot corporate objectives to an acquisition first model for upcoming LRP.

Commercial Finance Manager

- Built commercial finance organization with scope including pricing, budget build and management, commissions and sales reporting. Established communication best practices and metrics for critical business processes.

General Mills | Minneapolis, MN

2009 – 2016

\$17B Minnesota based food manufacturer with iconic brands throughout the grocery aisles

Senior Financial Analyst (Finance Analyst II)

Led financial planning and analysis for sales, marketing and logistics, restructured cross-functional teams to meet financial deadlines

- Led financial planning and analysis (FP&A) for sales organization, marketing division, logistics function including development and presentation of key reports.
- Led Snacks cross functional team through restructure of marketing and finance organizations without missing key deadlines for financial plans, annual close, or monthly estimates.
- Drove 300bps improvement to product GM% prior to launch, resulting in ~\$0.5M incremental profit per year by influencing marketing teams to improve package design.

Deloitte Consulting | Boston, MA

2007 – 2009

The largest management consulting service in the world

Senior Consultant, Consultant

Successfully delivered customer projects through exceptional Project Management, Change Management, Communications and Client Service

- Led project management including task prioritization, team accountability to deadlines, budget and scope management and leadership updates resulting in successful launch of new distribution center and contract extensions >\$300K.
- Designed, developed and managed communications and change management programs for a medical devices company.
- Delivered exceptional client service to consumer goods, medical devices and public companies through knowledge sharing and proactive identification of opportunities and risks.

EARLIER CAREER:

Target Corporation, Merchandise Planning & Operations – *Sales, Inventory optimization for fashion and top 500 products*

AWARDS & CERTIFICATIONS

President's Club, Cantel Medical | **Agent of Change**, Avanos Medical

AI for Corporate Strategy - MIT 2024

Executive AI Bootcamp - The Bolton Group LLC 2024

Leadership Foundry – Avanos Medical 2022

The Art of M&A Integration – M&A Institute 2018

Powerpoint Presentation Effectiveness – Bold Echo 2019

EDUCATION

B.S. Mathematics, French | College of St. Benedict, St. Joseph, MN