



# KATHERINE A. TOLL

## MANAGEMENT CONSULTING

### ABOUT ME

I am a management consultant who specializes in change management design and implementation with twenty years in the retail, wholesale, and consulting industries. My expertise includes change management, training and development, and project management. I am known for my ability to navigate intricate organizations while guiding effective internal and external communications.

#### CONTACT INFORMATION

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### CONSULTING HIGHLIGHTS

THE PARKER AVERY GROUP | Senior Manager | 2017 to current  
*Lands' End*

- Led the design, development, and implementation of a change management program for a system implementation, which focused on the merchandise and planning organization(s)
- Delivered a stakeholder analysis, change readiness survey, communication plan, training and development curriculum and materials, certification program, and post-implementation sustainment program
- Included a customized Train-The-Trainer program that facilitated ownership and adoption of the program

EXPERT ON TIME CONSULTING | Managing Director | 2010 - 2017  
*Aldo Shoes*

- Led finance function's change management efforts for a two-year SAP implementation program
- Facilitated workshops to identify current and future processes, roles and responsibilities for 30+ positions and the resulting Responsibility Assignment
- Matrix (RACI) and Organizational Change Impact Report



## FOUNDATIONAL EXPERIENCE

### THE TOLL GROUP

Managing Director  
2001 - 2007

### ESTÉE LAUDER CORPORATION

Clinique Operations Executive  
2003 - 2004

### ANDERSEN CONSULTING

Project Manager  
1999 - 2001

### MARSHALL FIELD'S [Flagship]

Assistant Store Manager  
\$220 million annual  
store sales volume  
Senior Sales Manager  
Cosmetics and Fragrance  
\$19 million annual  
sales volume  
1997 - 1999

### LANCÔME COSMETICS

Area Manager/Education  
Account Executive  
1989 - 1997

- Developed finance training curriculum of general, prerequisite courses and role-based courses, plus follow-up laboratory/practice sessions
- Designed and implemented Train-the-Trainer curriculum and materials for internal facilitators

#### *P&G Prestige Beauty Division*

- Directed sale, assessment, development, and execution of organizational program, targeting the retention of top in-store performers
- Led internal education team through design and development of curriculum, and created comprehensive onboarding that leveraged adult learning principles and tools for program implementation (e.g., Learning Objectives, Leader's Guides, Participant Workbook etc.)

KURT SALMON ASSOCIATES | Senior Manager | 2007 - 2010

#### *Saks Fifth Avenue*

- Led sale and project management for transformational initiative refocusing stores on selling efforts
- Designed training process and tools to convert task-oriented management and associates into a selling, customer-focused team with customized corporate and regional functions based on store needs
- Harnessed existing customer traffic to drive improvements in same store sales, resulting in the program rollout nationwide

#### *Nike*

- Facilitated sale and led project management of a cross-functional team committed to redefining the customer's in-store experience
- Developed operation fundamentals for establishing a service environment consistent with brand identity
- Delivered time-sequenced roadmap for initiatives focused on removing non-value added tasks in stores
- Improved associate customer service quality and developed a consistent, sustainable in-store service culture

## INDUSTRY ACCOMPLISHMENTS

### *Organizational Change Management*

- Twenty years of leading change initiatives ranging from corporate restructures to systems implementations
- Continually identified and developed change agents throughout the organization to drive user adoption



## EDUCATION AND CERTIFICATIONS

### Kellogg School of Management

Northwestern University  
Kellogg Management  
Institute

### Northwestern University

B. Phil, Communication Studies,  
Summa Cum Laude

### Northwestern University

M.S., Communication and  
Leadership

### Prosci Change

Management Practitioner

### Second City

Certification in Improvisation

## ASSOCIATIONS AND MEMBERSHIPS

Association of Training  
and Development

Association of Change  
Management Professionals

Cosmetic Executive  
Women's Association

- Developed and implemented an organizational culture assessment for a \$20 million retailer, which drove the development of an improved communication program as well as a new coaching and mentoring approach
- Consistently recognized and selected to participate in programs developed for high-performers and organizational influencers

### *Training and Development*

- Twenty years of comprehensive experience with emphasis on facilitation skills for adult learning
- Created performance management programs with hiring profiles, job specs, key measurements, performance evaluations, counseling guidelines and succession planning processes for clients like Lowe's, Jos. A. Bank and Macy's
- Developed company sales and technical programs, including training manuals and sales support materials, which aided a 17% same store sales increase
- Planned and executed event logistics for seminars, product launch events and awards ceremonies
- Created and executed national franchise training program, resulting in launch of multiple store operations
- Administered mystery shop program, increasing closing ratio 32% and improving customer trial & retention

### *Sales Management*

- Led largest volume sales division to a 9% increase over plan, outperforming company trend
- Grew mature business to \$19 million retail volume and 3% annual increase, exceeding sales projections
- Managed and trained staff of 250 sales managers and associates to consistently meet, exceed sales plan
- Improved gross margin 6% by developing profit orientation within management and sales staff
- Exceeded sales plan on average of 29% for new product launches
- Managed startup of international division, including recruiting, training, merchandising and marketing
- Improved unit sales 8% by implementing link selling strategy regionally with subsequent nationwide rollout