

XION LESTER

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PROFESSIONAL SUMMARY

Strategic leader and program manager with 10+ years of experience leading complex, cross-functional initiatives that increase engagement, grow strategic partnerships, and deliver measurable results. Skilled in project strategy and execution, data evaluation, and implementation of business initiatives. Proven ability to manage major budgets and build systems that scale. Known for driving outcomes through collaboration, operational rigor, and user-centered design.

PROFESSIONAL EXPERIENCE

Manager, Strategic Engagement and Partnerships - Catalyst by Wellstar

SEP 2024 – PRESENT

- Led strategy and execution for four high-visibility brand activations, positioning Catalyst as a national innovation leader and directly contributing to the team's 2,000+ startups sourced, **doubling the annual sourcing goal**.
- Designed, proposed, and currently implementing a new national engagement strategy, introducing a micro-touchpoint framework to **expand organization's visibility** beyond Atlanta into key emerging markets to increase inbound dealflow.
- Championed post-activation ROI systems, including the creation of a standardized evaluation model that ties costs, outcomes, and impact to each activation, **empowering leadership to make data-driven decisions**.
- Collaborated cross-functionally with venture and innovation teams to streamline founder engagement and refine sourcing attribution models. Influenced internal and external stakeholders ensuring alignment with business goals while advocating for inclusive, mission-aligned engagement.

Associate Director, Digital Engagement - Emory University

NOV 2017 – SEP 2024

- Drive Emory's brand in multiple regions by developing and managing relationships with external constituents, **resulting in a 46% engagement boost and 32% philanthropy boost in less than a year**.
- Led the strategy and scope of institution-wide program relaunch, leading cross-functional stakeholders on program execution **that resulted in 430% participation increase from 2021-2023**.
- Gather/analyze constituent experience data, translating needs into requirements for program roadmap. Create data reports, program proposals, plans, and KPIs for division VPs, **securing \$85k program budget for engagement initiative**.

Assistant Director, Advancement Services, Campus Life and Athletics - Emory University

- Managed program evaluation, vendor management and negotiation, and process improvement, **resulting in the elimination of inefficient workflows**.
- Facilitated data collection, including constituent feedback and pain points, data evaluation, and production of leadership reports, **resulting in improved strategic planning and an increase in engagement**.
- Led the planning and execution of the successful grand opening/ribbon-cutting ceremony of a \$98MM capital project.

Product Manager - Summer Pack-It

MAR 2014 – JUL 2018

- Directly responsible for helping grow company from ideation to a profitable business. Participated in startup accelerator and presented business in multiple pitch competitions, **resulting in \$5k investment**.
- Engaged with customers, collecting feedback, creating user personas and user requirements, and managing product backlog, **resulting in improved product features and service offerings**.
- **Defined, created, and executed product roadmap/strategy for e-commerce website and "Pack-It" product**, shipping new features in three months or less.
- Developed highly targeted branding and marketing strategies **resulting in a 50% increase in revenue in less than three years**.
- Developed strategic partnerships, building pipelines for continued sales, **resulting in 20% savings on marketing costs**.

Conference and Events Project Manager - Independent Sector

JUL 2013 – DEC 2016

- Managed planning and logistics for the organization's 1000+ participant annual conference, **helping grow attendance by 23% each year.**
- Supported revenue-generating exhibitor program by prospecting leads, growing CRM database, and generating marketing content for solicitation mailings, **resulting in 12% increase in exhibitors.**

Project Coordinator, Communications and Marketing

- Developed operational plans for adoption and engagement on organization's conference mobile app; **implemented successful strategies to improve user experience and increase users by 49%.**

LEADERSHIP, VOLUNTEER, AND PROJECT EXPERIENCE

Lead, Marketing and Communications

OCT 2023 – PRESENT

BPM Product Community

- Execute data-driven content strategy for newsletters and social media channels, resulting in increased user engagement.
- Develop local programming for Atlanta network, collaborating with local sponsors and partner organizations.
- Manage content calendar and track performance metrics to optimize content for maximum impact.
- Collaborate with leadership team to align content strategy with program initiatives.