

Sandra Krebelj-Douglas

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Overview

Customer Excellence and Operations Thought Leader

Dynamic and adaptable professional with a robust track record in driving customer service excellence and operational leadership. Proven ability to collaborate effectively across organizational hierarchies, delivering exceptional results while navigating between tactical execution and strategic planning. Experienced in cultivating a corporate culture that emphasizes staff development, diversity, and inclusion. Demonstrates strong leadership skills, with a focus on motivating and guiding diverse teams, handling sensitive business areas with discretion, and maintaining the highest levels of confidentiality. Committed to enhancing both internal and external client experiences, ensuring seamless operations and optimizing all processes for efficiency and effectiveness.

Expertise:

- **Sales Administration/Operations:** Proficient in overseeing sales processes and administrative functions, ensuring streamlined operations and effective support for sales teams.
- **Commercial Operations/Ad Sales Traffic:** Skilled in managing commercial operations and ad sales traffic, optimizing workflows, and improving efficiency in ad placement and scheduling.
- **Sales Applications/Software Vendor Relationships:** Experienced in working with sales applications and maintaining relationships with software vendors such as WideOrbit, Operative, Gabriel, SAP, Jaggaer, Workday, Microsoft Dynamics, and Sales Co-Pilot. Adept at leveraging these tools to enhance sales performance and operational efficiency.
- **Expense Budget Planning/Sales Commission Compensation:** Expertise in developing and managing expense budgets and sales commission structures, ensuring alignment with organizational goals and financial targets.
- **CRM & Master Data Management:** Proficient in CRM systems and master data management, driving data accuracy, and improving customer relationship management practices.
- **Staff Development:** Committed to fostering staff growth through targeted training and development programs, enhancing team skills, and boosting overall performance.
- **Diversity, Equity & Inclusion:** Advocate for diversity, equity, and inclusion (DEI) initiatives, promoting a culture of inclusivity and supporting organizational DEI goals.

- **AI Thought Leadership:** Demonstrated thought leadership in artificial intelligence (AI), leveraging AI technologies to drive innovation and strategic decision-making within the sales and operations domains.

Experience

Connect the Ops, New York, NY

Founder & Principal

December 2024 - Present

Tailored Business Solutions - On-Demand Leadership- Interim Executive Service- Mentorship

- *Sales Operations and Back-Office Support: For companies facing resource gaps or system transitions.*
- *Business Process Management: Streamlining workflows and optimizing efficiency.*
- *Leadership On-Demand: Providing expert guidance to drive results and navigate complex challenges.*
- *Policy and Organizational Strategy: Addressing operational gaps and implementing best practices*

A+E Networks, New York, NY

Vice President, Advertising Sales Administration/Finance

January 2019 - December 2024

- Manage the fiscal responsibilities of Ad Sales operating and expense budgets, ensuring financial accuracy and alignment with organizational goals.
- Design and administer commission plans, optimizing compensation structures to drive performance and reward success.
- Oversee the Sales Operations and Master Data team, enhancing operational efficiency and data accuracy.
- Act as a key corporate and legal liaison for Ad Sales, facilitating effective communication and compliance across departments.

A+E Networks, New York, NY

Director/Senior Director, Ad Sales Administration/Finance

February 2011 - 2018

- Held fiscal responsibility for Ad Sales operating and expense budgets, ensuring effective financial management and budget adherence.
- Developed and managed commission plans, aligning compensation with sales objectives and performance metrics.

TV One, New York, NY

Vice President, Advertising Sales Operations

January 2009 - January 2011

- Provided strategic and tactical oversight of Ad Sales operations, including Planning/Stewardship, Inventory Management, Revenue Reporting, Deal Maintenance, EDI, and Traffic.
- Supervised direct reports and subordinate staff in both New York and Chicago Ad Sales Offices, driving operational excellence and team performance.

A+E Networks, New York, NY

Director, Digital Media Sales Operations

Director/Manager/Coordinator Commercial Operations

June 1990 - December 2008

- Managed the fulfillment and execution of advertising schedules across online platforms, ensuring accurate and timely delivery.
- Directed the Commercial Operations department, overseeing the precise execution of advertising client schedules on multiple on-air networks.
- Focused on team development and building client service excellence, enhancing team performance and client satisfaction.

Board Positions/Volunteerism

Women's Diversity Network (WDN) Board of Directors

Executive Team/Secretary | 2022-Present

- Serve as Secretary and Parliamentarian, ensuring efficient board operations and adherence to governance procedures.
- Contribute to the Treasury Committee, overseeing financial matters and budgetary planning.
- Support WDN's mission to connect and mobilize women and gender-expansive individuals from diverse backgrounds to drive positive change through unity and collective action.

A+E Networks Diversity Advisory Council

Co-Chair, Global Connectedness Committee | 2020-2024

- Lead initiatives to raise awareness of cultural diversity across A+E Networks globally.
- Foster an inclusive environment by developing strategies to enhance cultural understanding and integration within the organization.

LIRR Commuter's Council

Member/Vice-Chair, Permanent Citizens Advisory Committee to the MTA | 2005-2008

- Appointed by the Governor's office to represent Suffolk County, providing critical feedback and recommendations on Long Island Rail Road services.
- Acted as a liaison between riders and management, advocating for service improvements and accountability.
- Engaged with the media to address rider concerns and enhance public communication.

Half Hollow Hills School District PTA

Class Parent, Event Chair, Event Volunteer, Cub Scout Chair | 2001-2007

- Organized and led school events, fostering community engagement and enhancing student experiences.
- Coordinated activities and support for the PTA, including volunteer recruitment and event planning.

Education

CUNY – Queens College – *B.A. Communications Arts & Sciences*

Certifications

Women in Cable: Rising Leader - 2008

Hearst INCLUDE; Certified Change Agent - 2021

U of Digital: Digital Advertising Fundamentals - 2022

Languages

English, Croatian

Hobbies & Interests

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- **Travel:** Enthusiastic explorer of diverse cultures and destinations, enhancing adaptability and global awareness while fostering cross-cultural communication and curiosity.
- **Strength Training:** Committed to regular strength training routines, demonstrating discipline, resilience, and a dedication to personal development and physical health.
- **Yoga:** Engaged in yoga practice to maintain physical and mental balance, promoting mindfulness, stress management, and improved focus, contributing to overall well-being.
- **Digital Content Creation:** Actively involved in creating and curating digital content across various platforms, showcasing creativity, storytelling, and digital marketing skills with a keen eye for detail and audience engagement.
- **Podcasting:** Host and producer of a podcast, developing skills in content planning, audio production, and public speaking. This hobby highlights expertise in engaging storytelling, effective communication, and audience interaction.

- **Music:** Passionate about music through attending performances, reflecting creativity, emotional intelligence, and a deep appreciation for diverse forms of expression.