

# AMY PLEW

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## CHIEF OF STAFF | CHIEF ADMINISTRATIVE OFFICER

Strategic Partner to CEO | Expert Program & Project Manager | Skillful Navigator in Complex Business Environments

Accomplished executive with 20+ years of administrative and project management experience acquired in C-suites, operations, human resources, and customer experience settings. Areas of proven strength:

- Advancing CEO's priorities and supporting company growth through persuasive communication and collaboration.
- Acting with urgency to drive strategic initiatives forward; maintaining a sharp focus on deliverables and results.
- Managing Board, investor, and executive team communications and interactions as the trusted partner of the CEO.
- Championing company mission and cultural values.

## COLLEAGUE ENDORSEMENTS



*Driven. Dedicated. Relentless. Positive. These are just a few of the leadership qualities that define Amy based on my experience working with her."*

*"Amy's ability to effectively navigate complex business issues with a thoughtful yet action-oriented approach makes her a uniquely talented colleague, leader, and coach."*

*"Her passion for the social impact sector of her work is contagious."*

*"Amy's dedication to the success of the team is unrivaled by any team member I have ever worked with."*



## EXECUTIVE LEADERSHIP

Chief of Staff & Founding Team Member | LEESA SLEEP

Virginia Beach, VA | 2014–2021

Privately held premium mattress retailer and Certified B Corporation conceived by BrandJourney Group, LLC.

Key member of leadership team that steered company through startup, growth from \$0 to \$128M in 12 months, and pivots in response to market challenges. Supported 3 CEOs in 7 years.

- **Stable Leadership:** Recognized as calm and consistent "eye of the storm" throughout volatile 7-year tenure that included multiple leadership changes and business challenges. Managed PMO with relentless focus on execution and prioritizing most critical initiatives.
- **Executive Partnership:** Built trusted relationships with 3 distinctly different CEOs. Managed calendar and travel, served as gatekeeper, provided input on business issues, coached to develop leadership strengths, and partnered to make tough business decisions. Hired and supported new executive teams.
- **Board and Investor Relations:** Spearheaded 3 rounds of funding and communicated with investors throughout. Handled all aspects of transactions, including NDA process and data room management. Served as primary point of contact with Board of Directors and managed all details of Board meetings and Director travel arrangements.
- **Social Impact:** Led charge to obtain Certified B status and served on the advisory team. Championed launch of social impact program that ultimately donated 40,000 mattresses to nonprofits in several cities.
- **Turnaround Management:** Lifted morale during periods of financial stress by prioritizing employees and leading with transparency. As part of turnaround team, navigated a difficult climate to make critical budget and management decisions, including multiple staff reductions.
- **Operational Leadership:** Coached, mentored, and managed a team of 10 at peak. Directed all HR functions (talent acquisition, employee relations, benefits, compensation) along with Legal, PMO, and Investor Relations. Selected vendors and HRIS platform. Introduced wellness programs that became a popular employee benefit.
- **Crisis Management:** Without business interruption, transitioned 37 US and international employees to work-from-home status during COVID-19 crisis. Equipped staff with technology and resources to carry out work and uphold customer service standards. Used remote collaboration tools to manage staff and communicate with stakeholders.

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**Chief Operating Officer** | reQUIRE, LLC

Virginia Beach, VA | 2013–2014

*Provider of lien release tracking and reporting services for homeowners, lenders, and title insurance companies nationwide.*

**Led company through 20% workforce reduction, partner buy-out, and investment infusion in less than 5 months.**

- **Change Management:** Recruited to prepare company for corporate transition, assembled team and managed all financial, operational, and administrative functions while steering company through series of complex changes. Reported to President/CEO and managed 60 employees.
- **Turnaround Management:** Quickly returned the company to profitability by making hard decisions to right-size the business, reduce headcount, and refocus strategy on its core product.

**Chief Operating Officer & Director** | BRANDJOURNEY GROUP, LLC (formerly JOURNEY9, LLC)

Promoted from prior roles: **Vice President** | **Product Director** | **Account Manager**

Virginia Beach, VA | 2007–2013

*Innovation consulting agency and startup studio that partners with clients to bring ideas from concept to launch.*

**Took on increasingly challenging roles supporting agency operations and leading marketing/content creation projects for both established and emerging brands.**

- **Project and Client Management:** Steered all aspects of projects—marketing strategy, creative design, production, and implementation—for a robust client portfolio. Presented creative concepts and finished projects to clients.  
*Notable Clients:* Nestlé Purina, General Mills, Betty Crocker, Pampers, VF Corporation, Timberland, Vans, The North Face, Safeway, Abbott Nutrition, Shell.  
*Key Projects:* Launch of Fresh Express artisanal salads; in-store dietician program for Safeway; digital marketing strategy and campaigns that launched Leesa Sleep.
- **Creative Management:** Directed 8 full-time employees and multiple teams of freelancers producing video content for clients. Negotiated talent payments, controlled job costs, and ensured compliance with SAG rules.
- **Event Management:** Selected by President to lead sister company, 4L Events, LLC. Produced *Top 200 Dealmakers Summit*, a premier networking event open to select C-level executives.

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## PRIOR ADMINISTRATIVE, FINANCIAL, AND MARKETING EXPERIENCE

**Assistant to the CFO & Financial Services Specialist** | RTI SURGICAL

Alachua, FL | 2002–2006

- **Board and Investor Relations.** Supported CFO with Board of Director activities. Participated in earnings calls and maintained relationships with investors.
- **Financial Administration.** Coordinated the employee stock option program including SEC compliance for Directors and Officers. Implemented E\*Trade Financial for online trading. Administered corporate insurance program.

**Executive Assistant to the President** | DALLAS SYMPHONY ASSOCIATION

Dallas, TX | 2000–2002

**Sales Analyst** | **Executive Assistant** | **Marketing Coordinator** | NORTHWEST AIRLINES, INC.

Memphis, TN | 1998–2000

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## EDUCATION

**MA Organizational Leadership** | GONZAGA UNIVERSITY

Spokane, WA | 2022

- *Capstone Project:* Platform that connects nonprofit organizations for faster, more efficient response to needs and opportunities in their community. Idea stemmed from Leesa Sleep mattress donation program—an industry first that uncovered roadblocks to finding community partners and distributing an influx of donations.

**Bachelor of Business Administration** | NORTHWOOD UNIVERSITY

Midland, MI | 2008

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## MEMBERSHIP AND PROFESSIONAL CERTIFICATION

The Chief of Staff Association (CSA)—International professional body comprising no more than 500 extensively vetted new members per year.

- Earned 5 CSA Micro-Credentials certifying expertise in *Project Management, Leadership without Authority, Building Networks, Managing Infighting, Rethinking Immigration, Deliberate Discomfort, and Strategic Alignment.*