

Tyrah S. West

EXECUTIVE OPERATOR | CHIEF OF STAFF | FRACTIONAL BUSINESS LEADER

Houston, TX | Open to Remote, Hybrid & Fractional Engagements | (510) 590-7937 | tyrah@tyrahwestconsulting.com
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Executive leader with 20+ years of experience helping organizations turn strategy into execution. Experienced leading growth, transformation, and cross-functional initiatives across healthcare, diagnostics, life sciences, manufacturing, and consumer brands. Known for stepping into ambiguity, aligning stakeholders, and bringing clarity, accountability, and momentum during periods of change.

REPRESENTATIVE EXECUTIVE IMPACT

- Advised C-suite leaders on organizational design, restructuring, workforce planning, and operating model development
- Led enterprise initiatives involving Marketing, Sales, Finance, Operations, Revenue Operations, HR, Product, Clinical, and Executive Leadership teams
- Directed multimillion-dollar budgets, strategic partnerships, vendor negotiations, and transformation initiatives
- Built governance frameworks, operating rhythms, executive communications, and decision-making processes that improved organizational alignment and accountability
- Supported organizations ranging from growth-stage companies to global enterprises exceeding \$10B in annual revenue
- Served as interim executive and advisor during periods of growth, leadership transition, and organizational change
- Designed scalable systems and processes that improved operational efficiency, cross-functional collaboration, and business performance

PROFESSIONAL EXPERIENCE

Founder & Managing Principal | *Tyrah West Consulting, LLC* | 2025 – Present

Partner with CEOs, founders, and executive teams to accelerate growth, improve organizational effectiveness, and execute strategic priorities. Serve as a fractional executive, chief of staff, and strategic operator, helping organizations align stakeholders, build scalable processes, lead transformation initiatives, and turn strategy into results. Industries served include healthcare, diagnostics, medical devices, manufacturing, retail, professional services, and private equity-backed organizations.

Selected Engagements

Vibrant Wellness | *Interim Head of Marketing Operations (Current)*

- Serve as executive partner to the COO and founders, coordinating strategic priorities across Marketing, Sales, Operations, Finance, Product, and Revenue Operations
- Lead organizational redesign efforts, including team structure, role evaluation, vendor strategy, and workforce planning
- Establish governance frameworks, operating rhythms, and cross-functional planning processes to improve organizational alignment, accountability, and execution
- Direct a \$1.2M rebranding initiative positioning Vibrant Wellness as a leader in provider-guided precision medicine
- Lead strategic initiatives involving commercial enablement, event strategy, operational planning, and business transformation

Tiger Aesthetics | *National Practice Development Manager & Brand Leadership Support*

- Designed and conducted business assessments and growth planning engagements focused on patient acquisition, conversion, provider adoption, and operational performance
- Developed scalable provider education programs, sales enablement resources, and commercial effectiveness initiatives
- Provided brand leadership for aesthetic product portfolios including breast aesthetics and regenerative technologies

Bedhead Marketing | *Vice-President, Client Services (Transitioned to Consultant)*

- Serve as executive advisor to organizations ranging from emerging brands to businesses exceeding \$500M in annual revenue
- Partner directly with founders and executive teams on strategic planning, organizational effectiveness, operational improvement, change management, growth initiatives, leadership alignment, and business transformation efforts

- Guide branding, go-to-market, customer experience, and operational improvement projects

AstraZeneca | *Learning Experience Lead, US Oncology* | 2023 – 2024

- Served as interim director responsible for field and headquarters capability training, workforce optimization, and Agile methodology implementation across the U.S. Oncology Business Unit
- Partnered with Sales, Marketing, and Medical Affairs to align learning solutions with evolving business priorities
- Directed end-to-end planning and execution of the \$10.5M Oncology National Experience

University of Kentucky | *Senior Program Manager, Kentucky AIDS Education and Training Center* | 2022 – 2023

- Directed a federally funded healthcare provider training program (HRSA/CDC), overseeing budget, planning, delivery, reporting, and stakeholder coordination in a highly regulated environment
- Established program governance, SOPs, and standardized delivery processes to ensure consistent execution, compliance alignment, and audit-ready training operations
- Built and managed partnerships with public health agencies, key opinion leaders, and community organizations to support workforce capability development

Tempur Sealy International | *Talent Development Manager, HR (Progressive Roles)* | 2012 – 2022

- Established governance and enterprise capability frameworks supporting workforce development across a 12,000-employee organization
- Built a leadership and high-potential development program leveraging Development Dimensions International (DDI) methodology to strengthen leadership capability and bench strength
- Designed and implemented a scalable learning delivery model across 20 manufacturing facilities (4,500+ employees), aligning training standards, deployment processes, and performance expectations to improve workforce capability

Learning & Development Manager, Service Excellence Center

- Centralized fragmented training functions into a unified Service Excellence model, improving operational efficiency and customer service delivery, contributing to five consecutive J.D. Power customer service awards
- Led training strategy and delivery across customer service, wholesale order management, direct-to-consumer sales, and global contact center operations, supporting 300+ agents across North and South America in high-volume environments
- Managed procedural training and adoption support following an eight-year ERP integration, improving operational efficiency and strengthening operational excellence

In-Store Experience Manager

- Steered a special assignment to design innovative in-store displays and brand collateral to reposition Tempur-Pedic as the industry thought leader
- Developed the Connected Retail Experience, integrating in-store and digital consumer journeys through interactive tools, virtual product demos, and trial-feedback applications to enhance the customer experience

Senior National Sales Trainer

- Delivered national training programs to over 4,000 participants annually, incorporating adult learning principles and structured certification pathways
- Led change management initiatives and training during the Tempur-Pedic and Sealy Mattress Company merger, driving alignment across sales and manufacturing teams nationwide

Field Sales Consultant

- Managed teams across 70+ retail locations, improving sales performance and execution
- Conducted field-based coaching, ride-alongs, and sales call support to assess performance and implement targeted development plans

Macy's Inc. | *District Merchandising Manager* | 2008 – 2010

- Led merchandising and operational initiatives across 10 stores generating \$47M in annual revenue
- Managed operations and training programs, achieving a 1% sales increase against a 10% national decline in 2009

Sealy Mattress Company | *National Accounts Representative* | 2003 – 2007

- Drove sales performance across 45 retail locations by training sales associates and building brand advocacy
- Dominated Macy's West mattress category with 75% share of business through targeted account strategy and execution
- Presented innovative account management and training strategies at the 2007 National Sales Meeting

EDUCATION

University of Kentucky | Bachelor of Liberal Arts, Social Science Focus