

# KAYLA WELLS

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## EXPERIENCE

### CORPORATE STRATEGY, BUSINESS ASSOCIATE | CISCO, SAN JOSE, CA

SEPTEMBER 2022-PRESENT

- Support Cisco SVPs, VPs, and GMs to solve complex business issues and provide recommendations to maximize long term success
- Manage and influence stakeholders including engineering, legal, finance, strategy and product managers to align on strategic objectives
- End-to-end project management to define project scope, align stakeholders, hit project milestones and deliver high caliber results
- Conduct market analysis and competitive research for specific technology areas to identify growth opportunities
- Create Excel dashboards and KPI tracking to drive focus on key initiatives within underperforming business areas
- Project work in technology areas of IoT, Full Stack Observability, Application Performance Management, Cybersecurity, and Webex

### LEADERS IN FINANCE AND TECHNOLOGY ROTATIONAL (LIFT) PROGRAM | CISCO, SAN JOSE, CA

#### INVESTOR RELATIONS | FOURTH ROTATION

MARCH 2022-SEPTEMBER 2022

- Research daily market and macroeconomic trends and succinctly communicate findings a daily mailer to +600 recipients
- Analyze trends and common themes from peers' earnings calls and investor events to find best practices applicable to Cisco
- Track and report Wall Street sentiment and financial estimates pre- and post-earnings to give insight to leadership on stock position
- Lead proxy season review to analyze key proposals for Dow 30 companies and initiatives geared towards sustainability efforts

#### DEALS DESK | THIRD ROTATION

MARCH 2022-SEPTEMBER 2022

- Balanced top line growth with margin preservation to win strategic business for Cisco's Service Provider Webscale customers through historical analysis and negotiation
- Analyzed deals for pricing and compliance risks to ensure deals were beneficial for Cisco, partners and customers. During my rotation in Commercial Finance, I endorsed over \$3.7B net total of business for Cisco
- Built and fostered strong relationships with account managers and internal business entities to provide strong business partnership and recommendations in a dynamic, fast-paced and high-demand environment

#### CUSTOMER EXPERIENCE FINANCE | SECOND ROTATION

MARCH 2021-SEPTEMBER 2021

- Ensured budget alignment between Finance and business, and tracked budgetary changes throughout the fiscal quarter
- Advocated for compliance by staying current on Cisco policies and being a trusted advisor to partners regarding their spend
- Improved and maintain processes and relationships with business partners to maximize efficiency in reporting
- Posted monthly accruals and journal entries then ensure everything ties to general ledger and our forecast

#### PRICING STRATEGY | FIRST ROTATION

MARCH 2022-SEPTEMBER 2022

- Identified areas of improvement for Cisco outbound royalties and presented strategic solutions and learnings materials
- Consolidated monthly booking discounts and booking dollars into presentation for CFO Staff
- Created and analyzed a recurring software revenue model for internal business entities

## LEADERSHIP

### CEO AND CO-FOUNDER | BYTE WIPES, SAN DIEGO, CA

MAY 2020-PRESENT

Byte Wipes are pocket-sized, electronic safe, antibacterial wipes for your phone. We are an ecommerce store selling B2C and B2B. We started operations in May 2020. *Website: bytewipes.com*

- Develop value proposition, build brand, design website, create go-to-market strategy and manage product
- Create B2C and B2B sales channels to extend brand to a variety of customers and companies
- Navigate supply chain and operational issues to efficiently deliver timely and high-quality customer orders
- Manage social media platforms such as Instagram, Facebook and LinkedIn to promote sales and marketing efforts

### LIFT CHIEF OF STAFF | CISCO, SAN JOSE, CA

AUGUST 2021-AUGUST 2022

- Own the LIFT finance program budget for San Jose, Raleigh and Krakow and lead yearly planning process
- Plan and coordinate organizational meetings such as staff, all hands, offsites for 45+ members
- Manage 5 committees and 9 leads to execute programming and initiatives to add value to rotational participant's experience
- Acting liaison between program members and program team to voice concerns and feedback

## EDUCATION

### CALIFORNIA POLYTECHNIC STATE UNIVERSITY | SAN LUIS OBISPO, CA

Graduation Date: June 2020

Major: Bachelor of Science in Business Administration    Concentration: Financial Management

Minor: Spanish

GPA: 3.62    Accomplishments: Honors Program, National Society of Collegiate Scholars, President's List, Dean's List