

Stephany Sampayo

Chief of Staff

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Skills

Strategic Planning

Project Management

People Operations

Executive Communications

CRM Systems

Cross-Functional Enablement

Change Management

Stakeholder Alignment

Operational Excellence

Psychological Safety

Talent Development

Links

[Personal Website](#)

[LinkedIn](#)

Experienced operator and trusted advisor with over a decade of leading strategic, operational, and people-driven initiatives across healthcare, SaaS, and enterprise. Proven success aligning People, Process, and Performance to deliver transformation at scale. Trusted by C-suite leaders to drive execution, foster psychological safety, and develop systems that bring clarity, speed, and measurable impact—human-first leader with deep knowledge of change management, communication strategy, and cross-functional alignment.

Employment history

Jan 2017 - Present

Founder & Strategic Consultant

SS Consulting at Remote

- Strategic advisor to leadership teams across mental health, SaaS, and enterprise services.
- Partnered with CPOs and COOs to scale PeopleOps and GTM functions during high-growth phases.
- Built data frameworks and AI-enabled dashboards to align executives on hiring, retention, and engagement.
- Designed CRM architecture and automation (HubSpot, Salesforce) supporting compliance and pipeline growth.
- Created initiative tracking systems and meeting cadences to improve decision-making cycles.
- Supported new market entry with vendor onboarding and internal enablement.

Jan 2024 - Jan 2025

Marketing Operations Consultant

Talkiatry at Remote

- Led strategic operations within a mission-driven, digital mental health startup.
- Designed and implemented HubSpot CRM for AI-powered attribution and lifecycle visibility.
- Cut onboarding time by 40% by redesigning training workflows and compliance documentation.
- Created OKR-aligned executive dashboards to measure marketing impact and inform resourcing decisions.
- Supported cross-functional collaboration with People, Product, and Clinical Ops.

Jan 2019 - Jan 2021

Client Partner, Director

Barefoot (Mars Portfolio) at Remote

- Led CX strategy and operational planning across \$12M portfolio of consumer brands.
- Increased retention by 25% through journey mapping and workflow design.
- Championed DEI hiring practices that led to a 35% increase in underrepresented talent.
- Mentored cross-functional teams to improve leadership pipelines.

Jan 2017 - Jan 2019

Group Account Director

MKTG (Meta) at NYC

- Strategic lead for talent operations and global marketing initiatives within Meta.
- Reduced UX production cycles by 50% through brief redesign and team alignment.
- Drove 40% reduction in turnover with feedback culture and leadership coaching.
- Developed internal reporting tools aligned to OKRs for global team performance.

Jan 2015 - Jan 2017

Sr. Account Director

Digitas (Goldman Sachs) at NYC

- Operations and strategy lead for a regulated Fortune 500 client.
- Reduced reporting errors by 40% with automated compliance workflows.
- Increased contract value by 20% YOY through improved stakeholder planning.

Education

B.A., Mass Communication

University of Central Florida

Leadership Communication

Kellogg School of Management

Social Psychology

Wesleyan University

Leadership Through Marketing

Northwestern University

Additional information

Community & Thought Leadership

Author & Board Member

Author of "The People-Process-Performance Triangle™"

Published Thought Leader on: Operational Effectiveness, Psychological Safety, Leadership Culture

Board Member, American Cancer Society

Volunteer, Make-A-Wish Foundation