

# Stephany Sampayo

Chief of Staff

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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.

## 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](#)

## 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