

# Whitney Osei-Akintaju

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**Supply Chain Manager | CPG, DTC, Supply Chain Optimization**

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Results-oriented supply chain manager with 10+ years of experience scaling CPG, DTC, Amazon, and wholesale brands to \$10M+ in revenue. Skilled in forecasting, supply chain optimization, and performance-driven execution. Recognized by American Express, Unilever, and IFundWomen as a top-performing operations leader.

## PROFESSIONAL EXPERIENCE

### Operations Consultant – Cadeline Group | Remote

*Jul 2022 – Present*

- Directed operations for CPG and tech brands generating \$10M+ annually, enhancing scalability and team output.
- Reduced stockouts by 92% using cloud-based inventory forecasting systems (Excel, QuickBooks, ShipEdge).
- Streamlined 3PL and co-manufacturer operations, cutting lead times by 60% across key suppliers.
- Extended cash flow by negotiating vendor terms from Net 30 to Net 60 and securing grant funding.
- Spearheaded safety substantiation (PET & HRIPT testing) to ensure MoCRA/FDA compliance for new products.

### Director of Operations – The Spice Theory | Remote

*Mar 2023 – Nov 2024*

- Sold out Amazon inventory within 2 days of launch through optimized, data-driven keyword and sales strategy.
- Maintained a < 1-hour response time by deploying SOPs, CX automation (Gorgias), and customer support teams.
- Increased marketing ROI 4x via campaigns across Google, Facebook, SEO, UGC, TikTok, and Klaviyo.
- Grew brand visibility with media features in *Forbes*, *Essence*, *FedEx.com*, and *Cuisine Noir*.

### Founder & Head of Operations – Ethnic District | Duluth, GA

*Mar 2016 – Jun 2022*

- Scaled a global e-commerce marketplace to \$1.5M in revenue with under \$10K in paid ads and a team of 8.
- Implemented order fulfillment systems for 300+ brands, sustaining a 2.5-day average delivery time over 3 years.
- Secured \$80K in B2B partnership revenue with CBS, Warner Bros. Studios, and The Museum of Food and Drink.
- Won \$150K+ in grant funding from Meta, AMEX, Unilever (Caress), and BGV due to leadership excellence.

### Engagement Manager – The 100 Companies | Remote

*Feb 2017 – Sep 2019*

- Led global website UX optimization project for 22 cities, boosting web conversion rates by 47% within 6 months.
- Generated \$500K in ARR by collaborating with marketing teams to create high-performing sales materials.

### Account Manager II – Sage Software | Lawrenceville, GA

*Oct 2013 – Mar 2015*

- Exceeded B2B cross-selling goals by 300% in Q3 2014 by identifying business gaps and recommending solutions.
- Enabled digital transformation for 1,000+ SMBs with Sage 50 by onboarding them to cloud solutions (94% NPS).
- Improved retention by 30% through proactive support and feedback-driven iteration.

## EDUCATION & CERTIFICATIONS

- Georgia State University **Bachelor of Business - Supply Chain & Operations Management** (*May 2028*)
- Google Project Management Certification (*2023*); Google Data Analytics Certification (*2024*)
- Rutgers Supply Chain Logistics Certification (*2020*)

## SKILLS & TECHNOLOGY

**Core Ops Skills:** Inventory Forecasting, P&L Management, Supply Chain Optimization, 3PL/CM Management, Procurement, Strategic Partnerships, MoCRA/FDA/EU Compliance, CRO, Data Analysis, Reporting

**Tech Stack:** Shopify Plus, Amazon Seller Central, Klaviyo, Gorgias, QuickBooks, ShipStation, Salesforce, Hubspot, Oracle, Netsuite, Mixpanel, HotJar, Google Analytics, Google Workspace, Tableau, ClickUp, Asana, Recharge, Looker

## AWARDS & RECOGNITION

- **Winner**, Bloomberg TV – “2 Minute Drill” Business Pitch Competition, Season 3 Episode 1 (2022)
- **Semifinalist**, IFundWomen Entrepreneur of the Year – Food and Beverage (2021)
- **Founder of Change Honoree**, American Express (2020)