Reese Sun (she/her/hers)
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summary Former management consultant turned AI-enabled consumer operator with a Harvard MBA. Own U.S. budget/P&L, team, and cross-functional operating cadence; build and execute strategy for brands ranging from $20M (Ocean Bottle) to $3B (The North Face, REI, Alo); and partner with founders as embedded fractional GM / Chief of Staff.

experience

2026-*present* **SUNSPINDLE LLC –** *independent strategy and operating advisory firm* **LOS ANGELES, CA**
Founder & Principal Advisor (fractional GM, Head of U.S., and Strategic Advisor)
- *Fractional Head of U.S. (Ocean Bottle, $20M revenue):* Partner with founders on U.S. priorities, own U.S. strategy, budget, P&L, and team structure. Drive U.S. operating cadence and go-to-market with global team.
- *Business Development & Special Projects (REI Co-op):* Evaluate and prioritize competing partnership initiatives for leadership; built value-vs-cost decision framework (GMV, contribution, member value, implementation cost).

2025-2026 **NNORMAL –** *Spanish trail running brand ($30M annual global revenue)* **LOS ANGELES, CA (REMOTE)**
U.S. Country Manager
- *Market & P&L Ownership:* Owned U.S. market strategy, go-to-market, pricing, and budget. Led U.S. team.
- *Sales Enablement:* Built forecasting tools, incentives and sales programs, and epicenter strategy. Managed sell-in/sell-through process and timeline. Grew FW26 initial orders +41%, specialty doors +14% over FW25.

2024-2025 **ALO YOGA** **LOS ANGELES, CA**
Senior Manager of International Retail Operations
- *International Expansion:* Developed cross-functional expansion blueprint and managed 300+ task project plans for S. Korea, Netherlands, and Italy, including dependency planning and critical path reporting to executives.
- *Store Operations:* Defined local retail operations models based on U.S. center of excellence including managing and negotiating with 10+ global vendors and defining playbooks for customer and associate-facing policies.

2023-2024 **REI CO-OP, PATH AHEAD VENTURES (PAV)** **BOSTON, MA & SEATTLE, WA**
Venture Fellow (Full Year Fellowship 2023)
REI's $30M corporate venture capital fund investing in underrepresented founders across outdoor and consumer.
- *Investing & Sourcing:* Crafted investment proposals leading to 5 successful IC investments for REI's $30M CVC fund from 30+ opportunities evaluated; represented PAV in founder screening calls and at events.

2019-2022 **THE NORTH FACE (TNF) – VF CORPORATION (VF)** **DENVER, CO**
Global Strategy Manager (2021-2022) and Associate (2019-2020)
- *Cross-Functional Project Execution & Opportunity Assessment:* Designed, developed, and owned 20+ key cross-functional strategic projects from assessment to execution; e.g., TNF.com tagging architecture overhaul.
- *Long-Term Strategic Planning:* Developed 3Y/1Y global brand strategy with Brand President, including designing framework and managing cascade, and guided TNF's COVID response and transformation priorities.

2017-2019 **DELOITTE MONITOR CONSULTING** **DALLAS, TX**
Strategy & Operations (Customer & Marketing) Consultant (2019) and Business Analyst (2017-2019)
- *Strategic Planning & Business Cases:* Developed strategic choice cascade, vision, and growth prioritization assessment including owning business case for >$200M opportunity at Top 2 Global Vacation Services Company; conducted ethnographic research and consumer journey mapping with design innovation firm Doblin.
- *Financial Analysis:* Led workstream to identify >$160M strategic cost reduction opportunity and supported design and launch of future-state global operating model for F100 Off-Price Retailer's Loss Prevention function.

education

2022-2024 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**
Master in Business Administration. Outdoors Club Co-President. Retail & Luxury Goods Club Speakers Lead. HBS Startup Bootcamp graduate (NEAP, a women's protein product).

2012-2016 **THE UNIVERSITY OF TEXAS AT AUSTIN** **AUSTIN, TX**
Bachelor of Business Administration in Finance (Canfield Business Honors Program); minor in Computer Science. Elected Undergraduate Business Council Representative. Studied abroad at Otago University, New Zealand (2015).

community **Asian Girls Ignite Outdoor Coordinator**; Led creation of inaugural outdoor program that served 20+ girls in CO.

personal Conversationally fluent in Mandarin Chinese. Passionate about enabling movement and time outdoors. Enjoys alpine/backcountry skiing, endurance sports (trail/road running, cycling), and travel (35+ countries). Certified Wilderness First Aid, Level 1 Ski Instructor. National Outdoor Leadership School India Mountaineering alumna.