

# RACHAEL M. CASSLEMAN

Minneapolis, MN | [LinkedIn](#) | [Professional Portfolio](#)

## DATA CENTERED OPERATIONAL LEADER

A proven leader that collaborates with executive teams and operational leaders to develop strategic, data-based approaches to analyze the business and guide brands to meet their goals. Expertise in driving data driven strategic direction and culture change honed over cross-functional experiences including Marketing, Strategy, Consulting, Finance, and Operations. High EQ brings teams to the table through collaborative and assertive leadership. Though can play as a general corporate athlete, uniquely positioned to bring insight driven strategy to life by harnessing the power of data to improve outcomes for teams, investors, customers and patients.

### Signature Strengths

- 10 years **Strategy Development and Execution Leader** including participating in 4 successful M&A / corporate sales, leading 2 successful LRP cycles, pivoting strategy as business unit lead saving \$20M of business loss potential.
- **Analytics Transformation roadmap architect** for 2 organizations resulting in organizational shifts in data driven strategy culture, implementation of data visualization tools, and strategy shifting insights leading to >\$10M of annualized cost savings.
- **Cross-Functional Partner** using data storytelling to advance strategic decision making including the redesign of an SIOP process, reimbursement based pricing governance and identifying market insight based opportunities to improve customer experience.
- High **EQ-based leader** unlocks team trust and organizational heartbeat as demonstrated in successfully leading 5 employee engagement strategy launches boosting morale and effectiveness, 3 executive strategy meeting facilitations including one resulting in decisions to pivot M&A strategy.
- **Device and Market Dynamics Strategist** shaping portfolio market share tracking and category entrance strategies, M&A due diligence analyses and Investor Relations communications resulting in trusted intelligence during the dynamic COVID years.

**Strategic Planning • Organizational Influence • Team Management • Cross-Functional Leadership • Change Management  
Communication • Data Storytelling • Project Management • Contract Negotiations • Remote Collaboration • Execution  
Analytics • Market Research • Customer Segmentation • Competitive Analysis • Forecasting • Finance • Financial Modeling  
Healthcare / Claims Data Analytics • CMS Medicare reimbursement • Orthopedics • Endoscopy • ASC Strategy  
Analytics Vision • Agile Project Delivery • Business Intelligence • PowerBI • AI Strategy**

### Select Professional Accomplishments

#### Avanos Medical

2021 – Present

\$800M medical device company specializing in Pain Management and Digestive Health solutions across multiple departments and facility types. Operates in 13 countries worldwide

#### *Head of Enterprise Insights & Analytics*

#### *Product Owner & Government Pricing, Hyaluronic Acid Product Line*

#### *Strategic Insights & Analytics Director – Pain Franchise*

- Delivered >\$90M EBITDA business cumulative less than 3 years on a \$350M business through organization analytics transformation unlocking \$80M, high margin target acquisition, reduction of costly sales strategy and visibility into sales execution KPIs.
- Delivered organization-wide market data strategy to accelerate sales with a 400% ROI through market data acquisition, data engineering, and insight delivery. The resulting market segmentation strategy established a basis for 2 successful product launches expecting to generate >\$3M revenue in 1st year.
- Increased speed of Sales KPI Dashboard delivery by 90% through rebuild of the data engineering team, delivery of a previously stalled datalake project and launch of agile project management resulting in >\$2M in sales org time savings.
- Established and led a culture committee to address falling employee engagement scores and increase in regrettable turnover. This initiative decreased regrettable turnover and re-launched our corporate focus on our patients.
- Built a high-functioning analytics team to tackle a range of core and strategic analytics contributing to increased KPI visibility for executive management of business and \$5M hard savings from salesforce restructure.
- Led market strategy and execution for \$80M acquisition during a period of significant executive turnover including long range plan, strategic pivot during shift in reimbursement landscape, minimized junior talent turnover and onboarded new executives.
- Turned around ailing function responsible for Medicare controlled price reporting (ASP) resulting in successful 2023 submissions.
- Actively launching an Intern Hub at Georgia Tech to accelerate analytics and R&D with expected impact of launching a new app for a key product and 5 innovative analytics deliverables within 2024.
- Kicked off Business Process Innovation function with the Transformation office in order to drive analytics driven change. Set vision to focus projects on Automation, Acceleration and Innovation. Results expected end of 2024.

## **Cantel Medical (acquired by STERIS 2021)**

**2016 - 2021**

\$1B medical device company specializing in infection prevention solutions

### **Global Market Research & Data Analytics Director (Sr. Manager, Manager)**

- Launched first corporate ERG as President of the Women's Network, kicked off in March 2020.
- Delivered the first PowerBI tools integrating market and sales data for real time insights into competitive monitoring.
- Established a community of practice for cross-functional analysts on best practices, data integrity and priority alignment.
- Provided market intelligence insights for the due diligence team securing the \$4.6 billion sale of Cantel Medical to STERIS – 2021.
- Build and executed KOL engagement strategy including hosting onsite advisory board, facilitating roundtable discussions, and completing many quantitative market insights projects resulting in transformed go-to-market strategies in US and European markets contributing to the successful delivery of 3 budget cycles.
- Facilitated 2-day ELT strategy workshop designed to pivot corporate objectives to an acquisition first model for upcoming LRP.
- Led the due diligence process for a \$30M competitive target resulting in acquisition.
- Led consolidation of and supported global strategic plans for multiple years resulting in clearly documented assumptions.
- Delivered strategic insights to ELT across all aspects of Market, Competitive, Commercial execution including Investor Relations insights to communicate Cantel's performance in a highly competitive landscape shifting rapidly during COVID.

### **Commercial Finance Manager**

- Led commercial finance activities including pricing, budget build and management, commissions, and sales reporting.

## **GENERAL MILLS**

**2009 - 2016**

\$17B Minnesota based food manufacturer with iconic brands throughout the grocery aisles

### **Senior Financial Analyst (Finance Analyst II)**

- Led financial planning and analysis (FP&A) for sales organization, marketing division, logistics function including development and presentation of key reports.
- Led Snacks cross functional team through restructure of marketing and finance organizations without missing key deadlines for financial plans, annual close, or monthly estimates.
- Drove 300bps improvement to product GM% prior to launch, resulting in ~\$0.5M incremental profit per year by influencing marketing teams to improve package design.

## **DELOITTE CONSULTING**

**2007 - 2009**

The largest management consulting service in the world

### **Senior Consultant, Consultant – Human Capital**

- Led project management including task prioritization, team accountability to deadlines, budget and scope management and leadership updates resulting in successful launch of new distribution center and contract extensions >\$300K.
- Designed, developed, and managed communications and change management programs for a medical devices company.
- Delivered exceptional client service to consumer goods, medical devices, and public companies through knowledge sharing and proactive identification of opportunities and risks.

## **TARGET CORPORATION**

**2005 - 2007**

\$75B retailer Minneapolis based retailer known for its red bullseye and focus on the guest.

### **Replenishment Expert- Merchandise Planning Operations, Senior Business Analyst, Business Analyst**

- Advised 50 analysts on strategic initiatives for high volume and high-risk programs.
- Became an expert in forecast and inventory management within the retail setting.

## **AWARDS / PERSONAL ACCOMPLISHMENTS**

### **Education**

- BS. Mathematics, French – College of St. Benedict

### **CONTINUING EDUCATION**

- AI for Corporate Strategy - MIT 2024
- Executive AI Bootcamp - The Bolton Group LLC 2024
- Leadership Foundry – Avanos Medical 2022
- The Art of M&A Integration – M&A Institute 2018
- Powerpoint Presentation Effectiveness – Bold Echo 2019

### **AWARDS**

- Agent of Change – Avanos 2021
- Champions Club Award Winner: Cantel Medical 2019

### **CLUBS / VOLUNTEER**

- Women's Network, ERG President & Founder: Cantel 2020
- Softball Coach – Minneapolis Parks & Rec 2023, 2024
- Nordic Ski Coach – Minnesota Youth Ski League 2015 – 2021
- Long Distance Athlete – runner, skier, biker: 1995 – 2024