

Aaron Rodgers, MBA

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SUMMARY

Collaborative, goal-oriented leader with 17+ years of experience creating operational efficiency, optimizing growth strategies, and elevating employee and customer experiences to drive business outcomes. Encouraging leader with intrinsic talents for building an engaged, empowered, and high-performing team.

AREAS OF EXPERTISE

Program/Project Management | Operational Efficiency | Strategic Planning | Change Management | Scalability | Cross-functional Collaboration | Budget Management (P&L) | Cost Containment | AI Implementation | Stakeholder Management | Performance Management | Remote Workforce Scaling

PROFESSIONAL EXPERIENCE

Senior Business Operations Manager
BOOST MOBILE, ECHOSTAR
October 2024 - August 2026

Successfully impacted the business by leading the execution of strategic initiatives for the CEO while collaborating with executive leadership on operational optimizations and brand revenue growth

- Supervised a portfolio of 230 programs with a team of PMs, each managing 10-15 programs ranging in size, and a total opportunity impact of over \$500m.
- Planned and led the executive intake committee meeting containing 3-6 new initiative proposals weekly, to align department leaders on project prioritization, discovery, approval, and governance.
- Managed 15-25 executive-driven multi-million dollar initiatives annually to ensure on-time delivery, at or under budget, through efficient stakeholder management and careful resource allocation.
- Leverage advanced AI and Gemini tools to optimize PMO portfolio management and streamline team workflows, enhancing operational efficiency and accelerating project delivery timelines.

Senior Program Manager
2U, INC.
May 2019 - May 2024

Successfully impacted the business by partnering with key clients to improve retention and expansion

- Established strong relationships with key revenue-generating accounts, resulting in increased client retention, and was ultimately entrusted to manage four additional programs valued at over \$20m each.
- Monitored CRM dashboards to develop daily actionable insights for 5+ customer success advisors to improve efficiency and performance by focusing on acquisition, engagement, and NPS — resulting in the team consistently achieving 80+NPS score
- Conducted discovery and provided solution recommendations to implement change, support stakeholder communications, and evolve client success initiatives to drive customer renewals to more than 90%

Senior Manager, Training & Operations
WELLBRIDGE
January 2017 - May 2019

Successfully impacted the business by revitalizing the company culture through upskilling the workforce

- Drove operational effectiveness and process improvements to flip underperforming programs — leading to a 35% increase in revenue over two years
- Provided insights to develop and implement a training program to support staff development and skill acquisition, resulting in career growth and advancement, strengthening the brand, and an increase of 35% in talent retention
- Collaborated with the executive team to establish the 2018 and 2019 strategic approach, resulting in an increased market share of 12%

Department, Program Manager

EQUINOX

March 2009 - December 2016

Successfully impacted the business by building the framework for sustainable and scalable revenue growth

- Awards: Most Inspirational Leader, Year-Over-Year Highest Revenue Growth
- Fortified financially underperforming clubs by improving the employee experience, optimizing programs to increase retention, and developing strategies to drive referrals — resulting in a 10% revenue increase annually
- Collaborated with cross-functional teams by establishing and reporting key metrics to evolve core programs and increase monthly revenue by 8-13%
- Built and presented quarterly business reports for executive leadership to partner on strategic forecasting

EDUCATION

Pepperdine University

August 2021 - August 2023

Master of Business Administration