

BRITNI FORTIN

(603) 566-5288 | Barnstead, NH | BritniFortin@gmail.com | linkedin.com/in/alignmentstrategies

PROFESSIONAL EXPERIENCE

Ti-SALES - Sudbury, MA

June 2025 - Present

Business Transformation

Strategic Program Development

- Architected the company's bid-specification program, creating a repeatable process to identify projects early, engage engineering firms, coordinate internal resources, and improve opportunity visibility
- Expanded organizational value by analyzing customer environments, coordinating technical consultations, and shifting customer discussions from product-level selling to broader operational solutions

Organizational Effectiveness

- Implemented a company-wide repair management process, including a customized Zoho Desk module, SOPs, workflow documentation, and stakeholder training, replacing an inconsistent legacy process
- Built CRM dashboards, reporting tools, and opportunity tracking systems that improved pipeline visibility, lead management, and follow-up discipline

Cross-Functional Leadership

- Partnered with sales, engineering, operations, customer service, and leadership to improve coordination and reduce execution gaps across projects
- Enabled outside sales teams with customer research, opportunity identification, and long-term account strategy development beyond transactional quoting

Watson Marlow - Wilmington, MA

June 2022 - March 2025

Business Transformation Consultant

Organizational Consulting

- Advised leading biopharmaceutical manufacturers including Pfizer, Novo Nordisk, Lonza, and Regeneron on operational reliability, risk reduction, and lifecycle planning
- Assessed a legacy product portfolio by partnering with engineering to challenge historical design decisions, reducing 16 product variants to 9 standardized models built from 3 common base assemblies, simplifying inventory, training, maintenance, and long-term product support
- Evaluated manufacturing operations by engaging engineering, manufacturing, maintenance, procurement, quality, and operations to identify improvement opportunities and operational constraints
- Cultivated trusted advisor relationships that transitioned customer engagement from transactional sales to long-term operational consulting

Business Transformation

- Developed customer improvement programs that standardized equipment, simplified inventory, strengthened preventive maintenance planning, and reduced operational complexity across multiple facilities

- Delivered executive presentations, business reviews, training programs, and workshops supporting long-term strategic partnerships
- Formalized a customer consulting framework adopted by international sales teams and contributed to the creation of a value-added services program

Program Leadership & Execution

- Exceeded annual sales goals, achieving maximum incentive payouts in consecutive years while delivering 15–22% year-over-year territory growth
- Identified \$2M–\$3M in annual growth opportunities through equipment standardization, lifecycle planning, and capital investment alignment
- Orchestrated cross-functional customer initiatives across sales, engineering, manufacturing, quality, supply chain, distributors, and executive leadership

Burt Process Equipment - Hamden, CT

October 2004- May 2022

Business Transformation & Customer Strategy Manager (Progressive roles over 18-year tenure)

Organizational Strategy & Development

- Created the company's international business from the ground up, building scalable export, compliance, logistics, and training programs that grew to ~\$2M in recurring revenue with no bad debt
- Redesigned strategic account planning processes that increased focus on high-value customers and drove ~40% growth across targeted accounts over five years
- Served as a strategic partner to executive leadership, developing joint business planning programs that aligned internal teams and key manufacturers around shared strategic objectives
- Owned sales strategy, sales processes, sales enablement, strategic account development, and new business development while partnering with sales managers to drive execution across distribution
- Influenced engineers, suppliers, customers, executives, and cross-functional stakeholders to align around strategic improvements without direct reporting authority

Operational Excellence

- Built company-wide business processes spanning CRM implementation, ERP integration, export compliance, supplier coordination, inventory planning, onboarding, documentation, and reporting
- Formed export compliance standards, transaction risk controls, screening procedures, fraud prevention practices, and training programs still in use today
- Led cross-functional redesign initiatives that challenged legacy business practices, uncovered opportunities to simplify product and operational complexity, standardized processes, and improved long-term organizational scalability.

Learning & Organizational Enablement

- Transformed product presentations into accredited full-day technical seminars that became a core customer engagement program
- Structured Voice of Customer programs translating feedback into operational improvements, supplier collaboration, and service development
- Designed training programs, documentation, presentations, implementation plans, and learning resources improving customer experience and internal alignment.

Technology & Change Leadership

- Established the organization's first CRM-enabled business transformation, designing business processes, governance, reporting, training, and change management while helping drive a subsequent Salesforce implementation with stronger executive alignment and user adoption

LEADERSHIP & COMMUNITY INVOLVEMENT

Oscar Foss Memorial Library - Barnstead, NH March 2026 - Present
Library Trustee, Chair

- Governance, community oversight, and organizational planning

New England Water Environment Association (NEWEA) July 2025 - Present
Industrial Wastewater Treatment Committee Chair (Prev. Vice-Chair)

- Lead technical committee initiatives, stakeholder coordination, and industry collaboration

NH Department of Education - Concord, NH August 2018 - Present
Educational Surrogate

- Represent student interests in special education planning and cross-agency coordination

End 68 Hours of Hunger - Barnstead, NH October 2017 - September 2021
Site coordinator, Grant Writer, Community Liaison

- Program coordination and community support initiatives

EDUCATION

Plymouth State University, Plymouth, NH
Master's in Business Administration (MBA)

Rivier College, Nashua, NH
Bachelor's of Arts in Communications & Business Marketing

CORE SKILLS

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| • Organizational Development | • Change Management Process Improvement | • Training & Facilitation |
| • Program Management | • Cross-Functional Leadership | • Knowledge Management |
| • Organizational Effectiveness | • Stakeholder Management | • Workflow & Systems Design |
| • Learning & Development | • Program Development & Execution | • CRM & Business Systems |
| • Performance Improvement | | • Data Analysis & Reporting |
| | | • Continuous Improvement |
| | | • Organizational Change |