

Emma Zang-Schwartz, MPH

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EDUCATION

COLUMBIA UNIVERSITY, MAILMAN SCHOOL OF PUBLIC HEALTH *New York, NY* **May 2017**

Master of Public Health (MPH) - Sociomedical Sciences, Certificate in Health Promotion Research and Practice

Thesis: Children as Agents of Change: Systematic Review of Programs Focused on Children & Effects of Community Change

HARVEY MUDD COLLEGE, Claremont, CA **May 2015**

Bachelor of Science, Global Health

Thesis: Motivations Both for & Against Vaccinations: A Case Study in Arica, Chile & an In-depth Look at the United States

CURRENT ROLE

KIWICO, Mountain View, CA

Operations, logistics, and strategic sales support for the Education Team in delivering 2 million+ hands-on, screen-free STEAM learning kits to over 10,000 educational programs serving the K12 space, as part of a \$12 million annual business.

Senior Sales Operations Manager **April 2024 - Present**

- Manage a team of 2 full-time employees and 6 contract employees as they support Account Managers in order placement and vendor registration, aligning with best practices and established SOPs
- Initiate and maintain a research collaboration with the Johns Hopkins Center for Research and Reform in Education to establish KiwiCo Education solutions by collaborating on a logic model, design review, and survey-backed case study
- Develop content for the first KiwiCo Educational Program offerings while also providing strategic input on the additional programs developed and the marketing materials including website design
- Increase internal cross-functional coordination by implementing a project status sheet and improving communication to ensure over 100 orders per month are fulfilled in a timely, cost-efficient manner while exceeding quality standards

Sales Operations Manager (Sales Ops) **May 2023 - April 2024**

- Manage supply levels and inventory orders to meet long- and short-term demand of 500,000+ units across 200+ SKUs
- Develop and maintain the process for translations of our product and program offerings
- Oversee and own annual selection, attendance, and exhibitor presence at 12 conferences/trade shows
- Implement and document standard operating processes across daily-use tools including NetSuite and HubSpot

Account Manager **July 2022 - May 2023**

- Support our largest customers on their annual ordering process and plan their year's worth of ordering for more than 30,000 students across 120 school sites totaling over \$3 million in annual sales

MEDICAL EDUCATION EXPERIENCE

Project management for pharmaceutical companies, e.g. Gilead Sciences and Regeneron, to produce medical education materials for healthcare professionals during product launch and life cycle in inflammation, cell therapy, and oncology.

CADENT, A SYNEOS HEALTH COMPANY, Remote, US

Account Supervisor **Aug 2021 - July 2022**

- Provide leadership to a team of 2 in support of the brand's strategic annual congress/trade show plan
- Spearhead engagements with opinion leaders to garner support and insights across the product portfolio
- Oversee financials for all accounts from scoping work orders to forecasting revenue to reconciling completed projects

SCIMENTUM, San Francisco, CA

Account Manager **Jan 2021 - July 2021**

- Serve as main point of contact to international clients worth over 1.5 million dollars in annual revenue
- Identify and collaborate with key practitioners and thought leaders to gain insights on optimizing materials for community physicians related to engagement plans, including contracting and reporting

Senior Account Executive

Jan 2020 - Dec 2020

- Liaise with key stakeholders including creative teams and copy editors during review and approval processes
- Scope, budget, forecast, and reconcile project plans from start to finish to execute high-quality deliverables

Account Executive

Nov 2018 - Dec 2019

- Coordinate with a cross-functional team of 8 to provide organizational and logistics support to execute deliverables
- Prepare and monitor timelines, calendars, budgets and action items, and triage requests to ensure delivery of milestones by the deadline of over 30 projects simultaneously

NONPROFIT EXPERIENCE

COLLABORATIVE ON HEALTH AND THE ENVIRONMENT, *San Francisco, CA*

Manage content creation and oversee user experience research in the successful ideation and launch of an education-focused non-profit brand (Because Health) with strategic input on gaining market share, garnering name recognition, and fostering partnership opportunities in environmental health

Program Associate

Sept 2017 - Nov 2018

- Conceptualize the production and dissemination of environmental health content aligning with editorial plan based on interviews, research, and data analysis to a target audience of 20-40 years old
- Establish the voice of the brand and maintain consistency while translating the latest science, research, and standards into accessible, relatable, and shareable content for millennials and new parents
- Identify, track, and analyze trends to initiate partnerships with other influencers that share a related mission, vision, and values to help expand the reach of our environmental health messages

SESAME WORKSHOP, *New York, NY*

Create research-based educational curriculums with a focus on children as agents of change and empowering families to value the benefits of play and to improve WASH education, health, and quality of life in Low and Middle-Income countries (LMIC) through the use of beloved characters

Educational Programs Intern, *International Social Impact*

May 2016 – July 2017

- Participate in strategy ideation and identification of implementation ideas for the importance of play in early childhood development for families in Mexico, India, and South Africa
- Create a global conference report regarding the LEGO Foundation and Sesame Workshop Play Every Day initiative
- Develop educational materials and activities related to Water, Sanitation, and Hygiene (WASH) curriculum for countries in Sub-Saharan Africa using a train-the-trainer model, including creating a teacher-training manual leveraging the latest educational approaches focused on effective teaching skills for young learners

VOLUNTEER LEADERSHIP

PACIFICA RUNNERS, *Pacifica, CA*

After 1 year of membership, I assumed a leadership role, encouraging those interested in finding community

Board Member - Events Director

December 2024-Present

- Organize and host 2 annual themed 5K runs for a community of approximately 150 run club member
- Participate in weekly run club events, including hosting weekend runs and welcoming new club members

SKILLS

Events and Research: Conferences, Focus Groups, Needs Assessment, Event Planning, Advisory Boards, Virtual Meetings

Computer: Google Suite, Microsoft Office, SharePoint, AirTable, Confluence, HubSpot, NetSuite, Canva, MailChimp, SurveyMonkey, VeevaVault **Language:** Spanish