

Roger Nann

Director of Operations | Organizational Transformation | Executive Advisory
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EXECUTIVE SUMMARY

Results driven executive with 22+ years of enterprise leadership across Apple and Rogers Communications, delivering organizational transformation, revenue growth, and human capital strategy at scale. A trusted thought partner to C-suite and national leadership, recognized for turning complex, underperforming organizations into high functioning, high trust teams through disciplined coaching frameworks, talent architecture, and operational rigor. Uniquely combines a people-first development philosophy with active, hands-on mastery of Generative AI and LLM workflows to eliminate operational friction, accelerate performance, and build sustainable growth models that outlast any single leader.

LEADERSHIP DIMENSIONS

Organizational Transformation	Revenue & P&L Leadership	Human Capital Strategy	Executive Advisory	AI-Enhanced Operations
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PROFESSIONAL EXPERIENCE

Apple Inc. | Greater Toronto Area, ON | 2011 – Present

Multi-Store Leader | Project Manager

Recruited and retained to lead and redesign multiple site organizations in retail, B2B, and technical operations across the GTA, overseeing organizations of up to 220 team members across sales, operations, and technical support. Recognized across five locations as a turnaround specialist and trusted strategic resource for national leadership, consistently elevating underperforming teams to sustained top tier performance through disciplined talent architecture, coaching systems, and operational rigor.

Organizational Transformation & Talent Architecture

- **Turnaround Pattern Across Five Locations** Diagnosed and rebuilt underperforming organizations across the GTA, addressing leadership effectiveness, team behaviours, coaching culture, accountability structures, hiring strategy, and customer experience, delivering sustained excellence across every location.
- **Last to Top 2 in Canada** Led Apple Square One from last ranked nationally to a sustained top-2 position within two quarters (FY'25 Q4), by replacing 90% of the leadership team in year one, redesigning the entire talent and coaching infrastructure, and rebuilding a psychologically safe, high accountability culture from the ground up.
- **Full Leadership Architecture Ownership** Directly responsible for a 220-person organization comprising 3 Senior Managers, 10 Managers, 2 Interim Managers, 7 Leads, 3 Lead Experiences, and over 100 sales, operations, and technical support team members.
- **Talent Assessment & Onboarding Redesign** Rebuilt the hiring, assessment, and onboarding process from a clean slate, introducing competency-based success profiles, structured development plans, documented coaching conversations, and calibrated decision-making frameworks applied at every level from Senior Manager to seasonal staff.
- **Senior Leader Development** Developed two new to role Senior Managers into high functioning leaders within their first year, progressed one manager from underperformance to achievement, and created an interim leadership pipeline that reduced organizational risk during transition periods.

Human Capital Strategy & People Leadership

- **C-Suite People Partnership** Sustained a close strategic partnership with the People Leader – Canada, the executive responsible for all enterprise and retail people strategy nationally, co-designing transformation frameworks, aligning on talent decisions, and contributing directly to the cultural and structural rebuild of complex, underperforming organizations.
- **30/60/90 Transformation Framework** Authored and presented a comprehensive 30/60/90 day transformation plan to national C-suite leadership, including the Market Director, Canada, overseeing \$3B in revenue, securing alignment on strategy, headcount additions, and structural changes needed to execute the turnaround.

- **Performance Management & Accountability** Solely responsible for all leader level PIPs, documented coaching plans, and termination decisions, ensuring every action was grounded in behavioural evidence, Apple standards, and a human-first approach to accountability.
- **Human Centred Coaching Systems** Translated behavioural data and customer sentiment into robust coaching frameworks that built psychological safety, resilience, and continuous development, producing teams that maintained performance independent of any single leader's presence.

Revenue & Business Performance

- **\$135M+ Revenue & Sustained Growth** Delivered over \$135M in annual revenue while sustaining double digit YOY growth during market contractions, simultaneously lifting team engagement scores by 10 points across multiple fiscal years.
- **Operational Excellence Rating** Sustained an Exceeds Expectations rating for 5 consecutive fiscal years across four core business pillars: Operations, Sales, Tech Support, and B2B Growth.
- **B2B Pipeline & Sales Leadership** Coached and developed the Senior Manager and Manager overseeing the B2B Sales team of 7 specialized Account Managers, modeling outbound outreach, enterprise client briefings, and trusted advisor relationships firsthand to build consistency and proactive ownership, while partnering with vendors including Jamf, Mosyle, Microsoft Intune, and Omnisia to deliver integrated technology solutions.
- **AI-Enhanced Performance Systems** Applied custom LLM frameworks to parse operational metrics, accelerate root-cause analysis, automate coaching tools, and segment B2B pipelines by industry, size, and growth projection, creating a replicable, scalable performance infrastructure.

Cross-Functional & Stakeholder Leadership

- **National Strategy Contribution** Regularly engaged by national leadership to participate in executive forums and cross-site knowledge-sharing, scaling local innovations into consistent, nationwide standards.
- **Cross-Functional Barrier Removal** Partnered with regional, national, and global Operations, HR, and Business Development teams to co-design solutions that identified systemic barriers and improved performance simultaneously across multiple disciplines.

Rogers Communications | Toronto, ON | 2004 – 2011

National CSAT Specialist | Project Manager | Multi-Store Manager

Advanced rapidly through retail and corporate leadership roles, culminating in a hand selected appointment by the VP of Operations to pioneer a National Customer Satisfaction Specialist role, serving as the strategic bridge between frontline execution and corporate leadership across the GTA and nationally.

- **National CSAT Framework & Operational Turnarounds** Co-designed and deployed a national customer satisfaction infrastructure sustaining 90%+ ratings, while diagnosing root-cause failures and rebuilding team cultures to improve satisfaction metrics by up to 40% at targeted underperforming locations, delivering consistent double digit bottom-line growth with full P&L responsibility.
- **Cross-Functional Executive Leadership** Participated in and led cross-functional executive meetings as a subject matter expert, contributing directly to national retail and enterprise operations strategy and customer experience initiative design.
- **President's Club Excellence Award** Back to back recipient in 2005 and 2006, including the President's Club Profit Leader Award.

PNR–SNC Lavalin | New Westminster, BC | 2000 – 2004

Apprentice Mechanical Engineer | Millennium SkyTrain Line (\$2.1B Infrastructure Project)

- **Accelerated Project Delivery** Collaborated with the engineering team to deploy in-field process innovations that contributed to completing the \$2.1B transit project 5 months ahead of schedule, reducing total labour and operational costs.
- **Logic Based Problem Solving Foundation** Developed a rigorous, data-first engineering mindset focused on root-cause agility and real-time decision-making under pressure, a foundation that directly informs the diagnostic, systems-thinking approach applied across every subsequent leadership role.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Continuous Technical Specialization** Deep learning focused on prompt engineering, Generative AI workflow automation, LLM business frameworks, terminal-based AI environment architecture, and Framer design.
- **Apprentice — Mechanical Engineering** PNR–SNC Lavalin, New Westminster, BC
- **Business Law & Management** Douglas College, New Westminster, BC
- **General Studies** Thompson Rivers University, Kamloops, BC