

# Ali Kenney

VP Global Strategy and Insights at Burton Snowboards

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## Summary

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## Experience

### **VP Global Strategy and Insights at Burton Snowboards**

August 2017 - Present

### **Senior Director Global Supply Chain and Sustainability at Burton Snowboards**

May 2016 - Present

Lead Global Sustainability, Global Supply Chain Strategy, Global Quality, Supply Planning, and Asia Operations Teams.

Advisory Council for the Outdoor Industry on Sustainability

### **Global Sustainability Director at Burton Snowboards**

May 2012 - May 2016 (4 years 1 month)

Proposed, designed and built Burton's sustainability program and team to address our global environmental and social impact. The Burton Sustainability Program covers social responsibility and human rights across the supply chain, carbon footprint strategy, sustainable product and packaging design, corporate environmental and climate change activism, sustainable events (carbon neutral US Open), and sustainable chemicals management program

### **Sr. Product Manager - Snowboards at Burton Snowboards**

August 2008 - May 2012 (3 years 10 months)

- Envisioned, developed and executed global snowboard product lines including: product offering and positioning, product line plans, pricing, packaging, sourcing, and factory delivery.
- Responsible for analyzing and owning a complete understanding of the global and regional industry, dealer, competitor and target consumer markets for the snowboard category in order to build and market the most relevant product offerings.
- Defined and managed deliverables and expectations for engineering, R&D, sourcing, creative, logistics, marketing and sales teams in order to hit global profit and revenue targets for the snowboard category.
- Established product strategies and briefs for marketing, creative and external design teams for graphic, marketing and packaging design of the snowboard line.
- Acted as the “face of the brand” for the snowboard category and delivered global product and sales presentations.

- Lived in Austria and completed a 12 country tour and assessment on the state of snowboard hardgoods in Europe.

Oversaw production at factories in Austria, China and the U.S. to ensure that all product was made to technical specification and delivered on-time while meeting our quality requirements.

### **Global Sales Analyst at Burton Snowboards**

January 2007 - August 2008 (1 year 8 months)

- Utilized technical and analytical expertise to develop meaningful analysis of company-wide global financial performance.

- Produced reporting on sales, competitors, markets, dealers, margins, and sell through for Product, Sales, Finance, Marketing and Senior Management.

- Developed sales performance analysis, categorical research, and territory sales targets for all brands.

- Extracted and analyzed sales data from SAP Business Intelligence (BI) for regular financial reporting.

- Acted as company-wide contact for all Industry market analysis, including the production of monthly reporting on brand/category performance, inventory, margins, sell through, competitors, and market share.

### **Ice Hockey Coach at Brown University**

August 2004 - December 2006 (2 years 5 months)

### **Ice Hockey Coach and Athletic Marketing Coordinator at Bowdoin College**

2003 - 2004 (2 years)

Developed promotional programs for athletic events, helped with planning and fundraising for new athletic complex, coached ice hockey.

### **Marketing Manager**

April 2002 - September 2003 (1 year 6 months)

Built corporate website, created marketing collateral, ran instructional sessions, and general administrative duties.

### **Semi- Professional Ice Hockey Player**

August 2000 - May 2002 (1 year 10 months)

Ice Hockey Player - Denmark and NWHL in Canada

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## Education

### **Brown University**

A.B., International Relations- Political Economy of Development, 1996 - 2000

**Activities and Societies:** Women's Ice Hockey-National Championship Final Four 1998, 1999, 2000. Ivy League Champions 1997, 2000.

### **University of Vermont**

MBA - Masters Business Administration, Business Administration and Management, General, 2011 - 2014

### **Harvard University**

Sustainability and Environmental Management, 2015

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[Contact Ali on LinkedIn](#)