

CROSS-REGIONAL CONTENT WORKFLOW STANDARDIZATION INITIATIVE (Case Study)

HQ + EMEA / APAC Operations
AMF Bakery Systems | Richmond, Virginia



OVERVIEW

Led a cross-regional initiative to standardize workflows and execution processes across global content teams supporting marketing programs and live production. The objective was to reduce operational friction, improve alignment across time zones, and establish consistent delivery systems.

SCOPE

Work spanned cross-functional teams across Marketing, Engineering, Sales, and Production, operating across HQ, EMEA, and APAC. Execution required coordination across regions with different priorities, working hours, and operational constraints.

APPROACH

System Development

- Built standardized end-to-end workflows across marketing programs and live production initiatives, replacing ad hoc execution with defined processes.
- Developed structured project plans, milestone tracking systems, and communication cadences to support visibility and accountability across teams.

Cross Regional Execution

- Coordinated execution across HQ and EMEA/APAC teams, maintaining alignment across time zones and managing dependencies between teams with competing priorities.
- Centralized stakeholder communication to reduce fragmentation and improve decision-making speed.

Operational Enablement

- Translated inputs from multiple teams into clear next steps in fast-moving, ambiguous environments.
- Developed and standardized documentation and training materials to support the adoption of workflows and marketing technology platforms.

Continuous Improvement

- Incorporated field insights into process improvements, contributing to refinements in workflows, execution quality, and overall team coordination.
- Utilized AI-enabled tools to improve documentation quality and execution speed.

OUTCOMES

- ✓ Established standardized workflows and governance across global teams
- ✓ Improved on-time project delivery and reduced approval cycle times
- ✓ Replaced fragmented execution with structured, repeatable systems
- ✓ Strengthened alignment across regions operating under different constraints
- ✓ Enabled more consistent execution across marketing programs and live production environments