



## Sherry Parvaneh

Partner

### About Me

I'm an operator brought in at inflection points-when growth, complexity, or change begins to outpace execution. My focus is on translating strategy into results by aligning operating models, leadership, and technology. I've worked across SaaS, consumer, manufacturing, and entertainment businesses-often in private equity-backed or founder-led environments where expectations are high and timelines are compressed. I partner closely with CEOs and boards to bring structure to ambiguity, stabilize execution, and build scalable foundations for growth. My work consistently centers on moving organizations from fragmented execution to disciplined operating cadence - ensuring that strategy delivers measurable outcomes.

### Career Highlights

I've had the opportunity to lead transformation and growth across a range of industries and business models, but the work consistently centers on scaling operations and delivering tangible outcomes. I began my career at IBM, where I worked on global SAP rollouts across Asia-Pacific, building a foundation in large-scale systems and international operations. I then moved into progressive leadership roles across manufacturing, distribution, consumer and technology companies, where I focused on modernizing platforms, integrating acquisitions, and improving operational performance.

As CIO at RED Digital Cinema and later The Alpert Group, I led enterprise-wide transformations across technology, eCommerce, supply chain, and data, driving revenue growth, cost savings, and operational efficiency. This included doubling eCommerce revenue, delivering multimillion-dollar supply chain savings, and building data and ERP platforms to support scalable growth.

At SC Fuels, within a private equity-backed environment, I focused on post-acquisition integration and operational efficiency, delivering cost savings, improving execution speed, and aligning technology investments with value creation objectives.

As CIO at The Honest Company, I played a key role in preparing the business for its 2021 IPO by modernizing digital infrastructure, improving performance, and enabling the company to operate at public company standards. Later, at Native Instruments, I was brought in by private equity sponsors to lead post-acquisition transformation across multiple global brands, ultimately stepping into the role of President and Chief Transformation Officer with full P&L responsibility. In this role, I drove large-scale platform and operating model changes, integrated multiple companies, and delivered meaningful improvements in efficiency, cost structure, and customer experience.

### Techquity Solutions

I work with companies at inflection points - where growth, complexity, or change has begun to outpace execution. My role is to close that gap by translating strategy into clear priorities, aligned teams, and measurable outcomes.

I start by quickly diagnosing where execution is breaking down - across the operating model, leadership alignment, and systems - and then define a focused path forward. From there, I take an active role in driving delivery, bringing structure, accountability, and momentum to the organization.

In my experience, most companies don't have a strategy problem - they have an execution problem. That's where I focus: leading transformations, integrating acquisitions, modernizing platforms, and establishing the operating cadence required to scale. I partner closely with CEOs, boards, and leadership teams to ensure progress is visible, measurable, and sustained.

### Innovation & Impact

- Delivered \$10M+ in cost savings and operational synergies across enterprise transformations
- Drove 30%+ efficiency gains across engineering, operations, and customer experience
- Contributed to \$2B+ in enterprise value creation and supported multiple IPO outcomes
- Scaled and transformed businesses from \$100M to \$1B+ through operating model and platform modernization
- Led post-acquisition integrations and enterprise-wide transformations across global organizations
- Built and led global teams across the US, Europe, and APAC, improving execution speed and accountability
- Delivered digital and eCommerce transformations that improved conversion, customer experience, and time-to-market

### Why Techquity?

What drew me to Techquity is the focus on execution - not just insight. Too often, companies receive strong recommendations but lack the support to actually deliver on them.

I've spent my career operating inside businesses, and I value the ability to partner with leadership teams not only to define the path forward, but to help execute it. There is also a clear gap at the CEO level when it comes to navigating technology and transformation decisions - leaders need a trusted partner who can bring both perspective and execution capability.

Techquity fills that gap by embedding experienced operators into critical moments, which aligns directly with how I've worked throughout my career.

### Education and Leadership

- Stanford Graduate School of Business - Francisco Partners Future Leaders Program (CEO Track), Valedictorian
- MIT Sloan School of Management & MIT CSAIL - Artificial Intelligence: Implications for Business Strategy

Enterprise operator and transformation leader driving enterprise value across \$100M-\$1B businesses, with a track record of translating strategy into measurable outcomes across growth, integration, and operational turnaround.



### Experience

#### Executive Roles

##### Native Instruments

President & Chief Transformation Officer

##### The Honest Company

Chief Information Officer

##### SC Fuels

Chief Information Officer

##### MFLEX

Global Strategy & IT Leader

##### Alpert & Alpert Iron & Metal, Inc.

Chief Information Officer

##### RED Digital Cinema

Chief Information Officer

##### VOLT (Lean Six Sigma Champion)

Director / VP, Information Technology