

# Cathaleen Dravis

Chief Executive Officer

## Profile

## Employment History

## Education

**Details**  
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(809) 557-0491  
Greensboro, NC

Dynamic CEO with two years of experience, driven by a passion for innovation and growth. Eager to learn and adapt in fast-paced environments, leading teams with a focus on strategic vision and collaboration. Committed to fostering a culture of continuous improvement.

### Chief Operating Officer at Apple, NC

Apr 2025 - Present

- Spearheaded the launch of three innovative product lines, boosting annual revenue by 18% and enhancing market competitiveness.
- Cultivated a high-performance culture by implementing leadership development programs, increasing employee engagement scores by 25%.
- Streamlined supply chain operations, reducing costs by \$120 million while maintaining product quality and delivery timelines.
- Led cross-functional teams in adopting sustainable practices, achieving a 30% reduction in carbon footprint over two years.
- Enhanced customer satisfaction through the introduction of data-driven feedback systems, resulting in a 15-point increase in net promoter score.

### Vice President at Microsoft, NC

Mar 2023 - Mar 2025

- Spearheaded a cross-functional team to develop an AI-driven analytics tool, increasing data processing efficiency by 37% and reducing operational costs by \$1.8 million annually.
- Cultivated a high-performing sales strategy that propelled year-over-year revenue growth in the cloud services division by 22%, surpassing industry benchmarks.
- Championed a company-wide initiative to enhance cybersecurity protocols, resulting in a 45% reduction in security breaches within the first year of implementation.
- Mentored and developed future leaders through a robust training program, leading to a 30% increase in internal promotions and retention rates across departments.
- Pioneered a strategic partnership with leading tech firms, generating new business opportunities valued at over \$250 million and expanding market share significantly.

### Master of Business Administration in Strategic Leadership at Duke University, NC

Nov 2018 - May 2023