

Ashley Skov

Strategic operations and communications leader with a proven track record of scaling teams, delivering results, and bringing structure to ambiguity. 15 years bridging communication gaps and rallying teams around audacious goals. Expert in building governance frameworks, communication systems and single sources of truth that align geographically distributed teams. Skilled at partnering with leadership to make new ways of working stick and executing high-stakes initiatives. Known for agility, innovation and operational excellence.

Skills

COMMUNICATION

Internal communications
Single source of truth systems
Facilitation
Video training and conferences

OPERATIONS

Programme management
Governance and intake processes
Change management
AI proficiency

LEADERSHIP

High velocity decision making
Leadership alignment
Team management
Coaching

Experience



Podimo

Director of Global PMO

February 2025 - Present

- Created an operating model to drive decision making, planning and budget processes throughout the organisation.
- Leveraging AI, built a micro site that serves as the single source of truth for the operating model, optimising how information flows across the company.
- Managed a cross-functional team to test and validate a new business proposition, from concept to launch in three months, overhauling the business model for Germany.
- Led the integration of a key M&A, connecting two organisations seamlessly without overburdening either.



Agreena

Director of Business Operations

February 2023 - September 2024

- Designed the frameworks and standardised ways of working that supported growth from 100 to 250 employees.
- Established a PMO with transparent intake, prioritisation and accountability across cross-functional teams.
- Owned internal communications, aligning leadership and the whole company around shared goals.
- Led the Business Intelligence and ESG teams to improve reporting and data-driven decisions; served as Board Secretary, preparing board materials and investor-aligned insights.



Spotify

Director of Global Program Management Office (PMO)

January 2020 - December 2022

- Built and led Spotify's first enterprise-level PMO, hiring and managing the team of programme managers accountable for delivering the company's highest-priority initiatives, as determined by the CEO: adding Podcasts and Audiobooks, building Hi-Fi Audio, and launching the Spotify Kids app.
- Defined best practices, career development guidelines and global models for programme management across Spotify, improving consistency, quality and efficiency.
- Ran enablement at scale: video trainings, standardised ways of working, and an annual conference for 100+ programme managers.
- Partnered with the global strategy & operations team to optimise the operational rituals for selecting, executing, reporting on and closing high-priority initiatives.

**Spotify** (continued)

February 2017 - December 2019

Senior Program Manager

- Drove collaboration across 400+ employees on all aspects of Spotify's podcast proposition, contributing to a \$12 billion market-cap increase (at the time).
- Applied creative, tailor-made approaches to programmes to drive momentum and pivot swiftly, recognised for adapting approach and driving success across business and R&D teams.
- Partnered with product and business VPs to formulate key company strategies, working closely with product owners to keep sub-strategies aligned and driving business impact.

Program Manager

December 2015 - February 2017

- Accountable for one of the company's highest-priority cross-functional bets: scoping, staffing, planning and execution.
- Managed the client relationship and collaboration with Google to implement a new Google Home integration.
- Ran the platformisation of Spotify's first design language, creating a scalable single source of truth for product teams.

**Apple**

April 2014 - September 2015

Senior Producer

- Led high-profile digital campaigns for iPad and iPhone launches, coordinating Business Affairs, Legal, PR, Retail and Advertising to deliver award-winning projects under tight timelines.

**Kettle NYC**

August 2013 - April 2014

Producer

- Produced digital campaigns, mobile applications and website transformations for brands including MAC Cosmetics, AMEX and PepsiCo.

**Night Agency**

August 2010 - August 2013

Account Executive

- Developed and executed digital strategies, brand sites and social media for PowerBar, David's Bridal and Kiehl's.

Education

California State University (2005-2010) · B.S, Business Admin: Marketing · B.A, Journalism: Public Relations