

Kelly Cornell, Leadership, April Cornell

Hi! I'm a Burlingtonian, Vermonter, and part of the family and leadership team at April Cornell, the designer brand headquartered in the waterfront district of Burlington, Vermont. As part of the leadership team at April Cornell I have helped to lead our efforts to digitally transform our company, implementing a CRM, initiating an ERP implementation, guiding Email and Web platform changes, and helping to manage our broad digital advertising portfolio. While I play a key role in helping the April Cornell company effectively bring its products to market, I also work extensively with our international manufacturing partner, Cornell Overseas, to set strategy and guide the company alongside a long-tenured management team. As a company that is deep in international trade I have hands-on experience at the factory level and am convinced that American soft power is profoundly amplified by our international trade & business relationships. My wife Kyle and I live in the Old North End and we enjoy getting on the lake, Burlington's local music and food scene, and all Vermont has to offer - summer, winter, spring and fall.