KIANNA L. FORD

OPERATIONS ANALYTICS AND MULTI-UNIT PERFORMANCE

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PROFILE

Operations analytics leader with 10+ years in multi-location service businesses, including nearly four years directly managing multi-site portfolios and their location managers. Turns transactional, market and financial data into benchmarking, standardized KPI reporting and pricing analyses that show field leaders where to act, and presents clear recommendations to senior leadership.

CORE COMPETENCIES

- Operations Performance Analytics
- KPI Reporting and Dashboards
- Benchmarking and Trend Analysis
- Pricing and Revenue Analysis
- Multi-Unit Operations
- Financial Modeling and Budgeting
- Variance and P&L Analysis
- Data-Driven Action Plans
- Executive Presentations
- Field Leadership Partnership
- Team Leadership and Mentoring
- Process Standardization

PROFESSIONAL EXPERIENCE

Franchise Business Consultant
Jul 2025 - Present

VAST Coworking Group — Houston, TX

- Analyze performance across a 46-location, multi-state franchise network spanning three brands, advising 30+ owners on P&L, pricing, occupancy and operating KPIs and setting measurable monthly targets.
- Built automated Excel dashboards and a half-year network benchmark review comparing revenue, occupancy, leads and customer experience across brands, setting consultant priorities for the following half.
- Produce blinded pricing and revenue gap analyses showing where pricing, occupancy and product mix trail peers.
- Lead recurring performance reviews with franchise partners, evaluating P&L results, revenue, expenses and customer metrics to surface risks and recommend corrective action.
- Partner with Sales, Marketing, Finance, Operations and Technology on network initiatives and new-location launches.

Area Director
Sep 2023 - Jul 2025

Common Desk, a WeWork Company — Houston, TX

- Led 11 locations in TX, NC and UT through 6 direct reports and ~30 team members, owning P&L, revenue and operating KPIs.
- Delivered a 43% area profit margin in 2024, improved landlord profitability ~30% and portfolio NOI ~20%, and hit NOI and 75%+ occupancy targets year over year at 9 of 11 locations.
- Built the executive KPI dashboard and monthly business review process used across 16 locations and 8 location groups.
- Built 60-day NOI recovery plans for underperforming locations with pricing and line-item expense targets.
- Created a standardized annual budget process for locations generating ~$1M-$3.5M in revenue, analyzed variances and presented recommendations to landlords and executives; all budgets approved ahead of schedule.
- Built Salesforce reports and dashboards and managed the sales pipeline, giving leadership a portfolio-level view of performance.
- Coached location managers through quarterly action plans tracked by owner, date and status, leading area NPS to 82 against a company target of 70.

Senior Community Manager
Oct 2021 - Aug 2023

Common Desk, a WeWork Company — Houston, TX

- Opened three new locations and grew them to 70-80% occupancy within the first 12 months.
- Led operations and financial performance across four locations, using recurring analysis and business reviews to identify risks, opportunities and resource needs.

Community Manager
Aug 2020 - Sep 2021

Common Desk, a WeWork Company — Houston, TX

- Ran a high-volume location covering member relationships, billing, revenue performance, staffing and facilities.

Store Manager
Aug 2015 - Aug 2020

Spice Village — Waco, TX

- Led a 60-vendor retail cooperative and up to 30 employees, using sales and inventory trends to guide staffing and vendor decisions.

TECHNOLOGY

Excel (advanced formulas, PivotTables, Power Query, large-dataset analysis, dashboards) | SQL (currently learning) | Power BI | PowerPoint and Word | Salesforce | HubSpot | Workday | Yardi Kube | OfficeRnD | Google Workspace | AI productivity tools

EDUCATION

B.A. Journalism, Public Relations | Baylor University — 2017