

Career Summary

Strategic thought leader who champions teamwork, innovation and creative problem solving; with proven experience in bringing together and bridging groups and individuals of varying disciplines to drive business outcomes that simultaneously cultivate positive culture, while creating efficiencies such as a 347% increase in communications platform adoption, 27% companywide reduction in use of email, and helped teams to deliver 90% increases in process efficiency.

- Partner to C-Suite and Executive Leadership in creating innovative solutions for communications that drive measurable results.
- 20+ years' management experience; skilled at providing motivation across teams and projects.
- 10+ years' leadership in Platform and Digital Workplace strategy; bridging communications, technology business and culture.
- 20+ years' hands-on experience working across all facets of project lifecycle, from strategic conceptualization to delivery.
- Excellent interpersonal & communication skills; can distill complex ideas into easy, understandable concepts.
- Presents and defends ideas with passion and conviction; amenable and sensitive to others' opinions and criticism.

TD Ameritrade – Jersey City, NJ

2011 – 2019

Senior Manager, Communications Strategy / Head of Digital Workplace

As head of the *Communications Strategy Team*, bridged the gaps between communications, technology, and the business. Spearheaded the strategies that mobilized our 10,000 employees to collaborate and communicate more effectively; driving *culture*, *teamwork* and *core values* through best-of-class technologies matched with proven methodologies such as Agile and Lean, measured through data-driven and anecdotal metrics to increase business outcomes across the firm.

Often working directly with members of our C-Suite, empowered an 18-person cross-functional team to bridge the organizational silos that occur between business-units, geographies, and cultures; using collaboration technologies and storytelling, improving and introducing more effective communications methods, while driving innovation to create a more engaged and collective work culture.

Was also an integral part of the transition team during the company's \$4B acquisition of Scottrade, leading the communications platform migration and media teams, while partnering to help acclimate new employees to our communications systems and methods.

Select Career Highlights at TD Ameritrade:

- **Improving and Consolidating Communications**
Developed the strategy and led a cross-functional team of communicators, technologists, UX/designers, and vendors to transform the existing, under-utilized intranet into a wholly reimagined communications hub; focusing on a highly-personalized, user-centric, newsroom-based experience driven by storytelling, media and information from the point-of-view of our employees.
Result: A vastly improved employee experience, netting a **347% increase** in adoption (utilization by 98% of all employees).
- **Driving Collaboration and Efficiency through Innovation and Disruption**
Crafted strategies and led multiple cross-functional teams in the implementation of existing enterprise technologies and in-house development of numerous collaboration and efficiency tools that made employees' work-lives easier and more productive; led a multi-channel adoption strategy using education, workshops, and gamification. Championed the secure use of communications and collaboration tools on BYOD mobile devices, partnering with Business and Compliance leadership to mitigate business risk.
Result: Wide use of collaboration tools throughout the firm, with **74% adoption** across the enterprise within the first year, in some cases yielding **90% efficiency increases**, and **27% reduction** in the use of email.
- **Product / Platform Ownership**
Sponsored, led the every-day operations of nine enterprise-wide platforms across the firm. Responsible for entire product lifecycles; from initial strategy, stakeholder and leadership approvals to vendor selection, teambuilding, project management, delivery and maintenance oversight. Partnered with leaders in Compliance, Legal, Technology, HR and the Business to mitigate any potential risks and establish best-practice governance. Created, led marketing and adoption strategies to optimize product utilization while decreasing negative cultural impact through change management.
- **Business Practice Creation**
Created internal multimedia practice; coached and managed team of volunteer photo/videographers, editors across ten operating locations who created media for *all* internal and leadership projects, as well as social and quick-to-market public-facing initiatives.
Result: Recruited and organized over **20 content creators** who developed over **2500 videos** in a four-year period for use in messaging, education and social marketing.

- **Cultural Leadership**

Co-developed firm's "Better Begins with Me" peer-driven recognition program, encouraging employees to recognize each other for acts *above and beyond* that drove both business results and our Core Values.

Advocated for cultural progress as *Communications Chair* for the regional chapter of our *Diversity & Inclusion* committee.

Partnered with our *Corporate Responsibility* team, providing media strategy and content direction.

- **Public Speaking / Subject Matter Expertise**

Represented TD Ameritrade at multiple conferences per year, speaking on *Effective Adoption Practices, Utilizing Social Media and Networking in Regulated Industries, The Implications of the Mobile Workforce, Best-Practices in Collaboration*, at intraNET, and yearly at Social Connections as well as IBM's yearly conferences. Led over 90 lectures, workshops and educational sessions at TDA.

netActiv Media, Inc. – New York, NY

2001 – 2011

Principal & Director of Strategy

As the principal and founder of this boutique consulting firm, worked directly with the leadership, C-suite and founders of companies to create strategies that lead to positive outcomes through better communications and marketing; using storytelling and technology to strengthen their brands and business processes.

Led a highly specialized contract team of A-list designers, developers and UX professionals focused on providing the highest quality creative and technical services to clients. The firm served as a trusted partner to Fortune 100 companies, branches of the U.S. government, and clients of all sizes.

Managed Project Portfolio Highlights:

- **Office of the United States Trade Representative (U.S. Government)**
Strategic Positioning, Storytelling, Creative Direction, Information Architecture: Web Site Redesign and Development
- **QinetiQ Trusted Information Management (Americas Division)**
Creative Direction, Web Site design and Development, Print Collateral, Branding
- **Pfizer Pharmaceuticals**
Creative Direction, Usability Analysis, Prototyping: Employee Events Booking Intranet
- **Schering-Plough Pharmaceuticals**
Creative Direction, Information Architecture: Global Animal Management Products Portal

Other Clients Included:

Alpharma, ThinkForward, SUNY, Faulding Pharmaceuticals, Market Street Advisors, Ivy Technology Partners, Finetix, OfficeMax, Chicago Steaks, Wainscot Media, Institute of Audio Research, Mayerson Stutman Abramowitz, LLP, BestBoards, Lynch Daskal Emery LLP, VotaPro, Furlin Financial, Scandix LLC, Stenger & Stenger Law, CDS, Katsky Korins, LLP, Sales 2.0, Ruth Realtors, Rottenstreich & Ettinger LLP, Government Securities Clearing Corp

Education

Grand Valley State University – Grand Rapids, MI

Bachelor of Science: Communications Theory – emphasis: Photography & Media

Lake Michigan College – Benton Harbor, MI

Emphasis: Music Composition / Performance

Interests

Formerly a full-time Photojournalist and Commercial Photographer, still prolifically create images for personal and artistic purposes, mentor promising media-creators, and volunteer my photographic skills to philanthropic organizations such as the Orphaned Starfish Foundation, Habitat for Humanity, and others.

Additional Info

Co-founded and co-chaired the *Social Business Collaboration Committee*, a monthly peer discussion across all industry sectors, focusing on better collaboration and communications. Members included stakeholders at GE, Lowe's, Southwest Airlines, Bank of America and many others. (2017-2019)

Awarded: *IBM Champion* (2018)