

# JOHN M. NIELSON

*Change leadership that sparks digital transformation.*

St. Paul, MN 551117

612.209.7230 | csajnielson@mac.com



## PROFESSIONAL SUMMARY

*As a digital change-management professional with over 15 years of experience, I build and implement targeted, engaging, and measurable change, educational, and training plans to accelerate engagement and adoption of business transformation projects.*

I offer a proven mix of IT change-management, communications, marketing, and stakeholder engagement experience - as a consultant and co-owner of a change management / communications firm working with a diverse, global, group of clients, deftly partnering with technology, finance, HR, supply chain, operations, engineering, sales, marketing, and field / plant teams.

My agile listening, presentation, communication, and copywriting skills allow me to quickly earn trust, partner with, and align leaders, cross-functional managers, super users, and end-users to understand and buy into data-driven strategies that drive adoption.

"Think like a marketer. Act like a change agent." It's how I excel as a change leader, empowering people to *remove barriers they didn't know existed* to access the benefits of exciting new technologies, processes, and personal and business growth possibilities.

My natural energy and passion champion and lift all teams on their technology change journeys.

## SKILLS

- Change Management
- Change Communications
- Copywriting
- Functional Business Partner
- Functional Business Technology
- Thought Leadership
- Training / Instructional Design (ADDIE)
- Agile Project Management
- Strategic Planning
- EVP / Brand Training
- Systems / Tools: Global SAP ERP, HCM, CRM, CMS/Marcom, LMS, and full Microsoft Office Suite, including SharePoint, Yammer, Power BI; uPerform, Jira

## WORK HISTORY

### **CHANGE MANAGER LEAD | 05/2022 to CURRENT**

#### **Cargill Protein - Minneapolis, MN**

Lead Project Delta, one of three SAP projects within Program Symphony, a six-year digital business transformation of Cargill Protein, focused on:

- Following Cargill's SAP Methodology as Change, Communications and Education (CCE) director of supply chain's, beef-scheduling system and process modernization through which \$17B of revenue flows annually.
- Cross-functional, leadership-engagement activities and writing of communications that unify and drive momentum among business, process, and technology stakeholders.
- Project-team optimization and ongoing coaching to strengthen self-awareness, business acumen, workstyle efficiencies, and fortitude interacting with and presenting to key stakeholders.
- Build change-impact analysis and learning & development plans for system go-lives and steady state: Day-in-the-Life scenarios, end-to-end process flows, train-the-trainer, end-user, and plant-operations training materials, providing self-service access on single source of truth platform, uPerform.
- Monitor and measure stakeholder change-readiness levels to uncover continuous-improvement opportunities.
- Integrate with Cargill Protein & Program Symphony CCE leadership teams to elevate and provide consistency during complex, matrixed, enterprise-wide change journey impacting more than 30k team members.

### **CHANGE MANAGER LEAD | 03/2020 to 04/2022**

#### **Medtronic - Minneapolis, MN**

Led several SAP transformational, communications, and training programs implementing Medtronic's Change Leadership framework (Activate, Create, Drive, Realize) and toolkits for:

- Process and system re-design of new, global field-inventory and loan-set management software with broad and complex, enterprise interdependencies.
- Merger and acquisition integration of global teams, processes, new software development, and core business systems.
- Integration of finance digital-core systems to enable and empower executive adoption of Power BI business analysis and forecasting tools.
- Americas Offer-To-Cash transformation programs.
- Feature and function upgrades to proprietary apps that empower sales teams to manage ordering, inventories, and forecasting.
- Enterprise-wide SAP enhancements.

### **CHANGE MANAGER LEAD | 08/2019 to 03/2020**

#### **Wells Fargo - Minneapolis, MN**

Embedded in enterprise Marketing function, serving as Change Lead for two lines of business (Community Bank and Wells Fargo Advisors) as organization migrated 50,000 users to new, self-service marketing platform. Role involved building and project management of change activities, communications, learning & development, and training executional tasks including:

- Partner with Line of Business leaders and marketers to build strategic and key-messaging alignment.
- Create comprehensive change plans (full toolkit, change-impact monitoring, leader updates, etc.).
- Write communications leveraging pre-existing templates to support project deliverables.
- Draft process flows and emergent learning development and training content.
- Coordinate logistics and presentation content / facilitation for LOB offsites / roadshows / demos.
- Manage content consistency with Wells Fargo brand in terms of tone, templates and messaging.
- Support overall program marketing and messaging needs as necessary.

## **CHANGE MANAGER LEAD | 03/2018 to 03/2019**

### **Patterson Companies - Saint Paul, MN**

Partnered with internal OCM Center of Excellence and CIO to create change and training plans, communication strategies, write message-maps & tactics + manage implementation of internal IT-engagement programs for C-suite, business leaders, project teams and end-users.

- Led special projects impacting various roles among Patterson's 7,000 employees included ongoing SAP enhancements and new functionality releases for Digital Experience, Financial Shared Services, Loyalty, Sales, Super Users and Training programs.
- Co-produced and implemented National Operations Summit '19 to introduce new BI tools/SOPs.
- Tapped personal change enthusiasm and skills to facilitate interactions among disparate groups within the organization to optimize efficient project-timeline management and foster ongoing alignment and collaboration.
- Delivered replicable, best-practice change-communication methodologies, online tools, and training templates (change-discussion guides, videos, job aids) for OCM COE team to leverage on future projects.

## **CHANGE MANAGER DIRECTOR | 11/2005 to 02/2018**

### **Frank IT Change Management and Communications - Minneapolis, MN**

Co-founded company, created and delivered DIY change management, communications, and training methodology, tools, tactics and implementation process used in Fortune 500 companies since 2005.

- Multi-national clients included Andersen Windows, AARP, BMO Bank, Braun Intertec, Cargill, City of Atlanta, Ecolab, GE, Marathon Oil, Medica, MN IT, New York Life, PepsiCo, Revlon, TCF and Toyota, among others across a broad number of industries.
- Built and delivered Super User and training workshops to upskill project teams and educate & engage employees to accelerate adoption of enterprise-wide SAP technology implementations.
- Implemented cross-functional stakeholder-analysis services, tools and processes: trained and led teams delivering OCM change readiness worksheets, creative change tools and strategic report-outs such as Frank50 Change Game, Basin of Trust, Fight or Flight and Rumor Responder Resistance Busters.
- Leveraged personal communication and copywriting skills to earn trust, partner with and align leaders, cross-functional managers and all employees to understand and buy into new strategies and technologies to accelerate business growth.
- Tapped broad marketing expertise to authentically link business goals, external brand positioning and change key messages to compelling employee value propositions.

## **EDUCATION**

**York University - Toronto | Bachelor of Arts**  
Business Communications & Political Science

## **WEBSITE, PORTFOLIO, PROFILES, INTERESTS**

- [Linkedin.com/in/johnnielson](https://www.linkedin.com/in/johnnielson)
- [jnielson-changecomms.com](http://jnielson-changecomms.com)
- [twitter.com/johnmnielson](https://twitter.com/johnmnielson)
- Writing
- Biking, kayaking, hiking
- VEAP, Minneapolis volunteer