



Skills and Experience

- Change Management
- Change Communications
- Copywriting
- Functional Business Partner
- Functional Business Technology
- Project-Team Change Coaching
- Strategic Planning
- EVP / Brand Training

Industry Lines

- Communications Services
- Financial Services
- Healthcare
- Manufacturing
- Marketing
- Non-Profits
- Professional Services
- Sales
- Technology / IT

Enterprise Systems

- ATS
- CRM
- ERP
- HCM
- LMS
- Marcom / CMS
- MS Office Suite + Yammer
- Oracle HCM
- SAP / SuccessFactors
- Workday

Education/Qualifications

- BA, Communications and Political Science, York University, Toronto, Ontario
- Frank IT Change Kit co-developer of 27 HR-tech+ communication modules to accelerate employee adoption and engagement of new processes and technologies. Frank change-communication flow (Prep, Announce, Train, Sustain) maps to classic, change-management methodologies such as Prosci's ADKAR, Kotter, Lewin, etc. and supports the full lifecycle of standard, tech-implementation methodologies

Affiliations

LEHRN Board Member
Oracle User Group Member
Minnesota Change Management Network

Principal Areas of Practice

Enterprise change-management professional with marketing background who designs, creates and implements targeted and measurable change plans aligned with business goals. Deep experience developing change strategy & readiness activities; writing and delivering creative communications; managing projects to align, educate and activate senior business leaders + all employees / functions to accelerate engagement and adoption of new initiatives. Leveraging best-practice, change-management methodologies, proven ability to bring fresh energy, training experiences to break through change resistances and build a foundation for sustained success. Open, collaborative, consultative work style, socialized problem solving, resourceful, accountable and successful in ambiguous situations. Manages and completes project plans with a sense of urgency and high level of agility to deliver quality, on-time results.

Major Projects and Highlights

Co-creator of change management and communications methodology, tools, tactics and implementation process used in Fortune 500 companies since 2005

- Co-developed and delivered proprietary, ready-made Frank IT Change Kits Coaching Workshops to upskill project teams and educate & engage employees and accelerate adoption of enterprise-wide technology implementations. 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.
- Led marketing team of 10+ to launch innovative, HR-tech and IT change-communications brand / products / process targeting global organizations in the heat of business transformation driven by new technologies / digital strategies: HCM, ERP, CRM, Cloud, Big Data, IoT, etc.
- Team received 2016 Eureka! Innovation Product Design Award: Minneapolis / St. Paul Business Journal.

Lead consultant of cross-functional stakeholder-analysis services, tools and processes

- Personally delivered, trained and led teams delivering and managing OCM change plans, experiential change tools and strategic report-outs such as Frank50 Change Game and 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 internal change messaging to compelling employee value propositions.

Seasoned strategic, creative and copywriting marketing professional and change-communications SME

- Led integrated team of 40+ product-development / project-management professionals to expand global footprint of films, books and consulting services to improve business culture and team performance.
- Led marketing, content & sales professionals' teams and developed digital and offline segmented strategies & creative directions, content-marketing frameworks and wrote copy for all levels of the marketing and sales funnel, specifically targeting different personas on the change journey.
- Leveraged common language in all communications, presentations and experiences to present overarching change narrative in easy-to-understand, personable, holistic business perspectives.
- Accomplished presenter of monthly frankLIVE webinars and speaker at customer team sessions and IT and HR-tech conferences such as New England Oracle Users Group, GE Lighting & Appliances Global All-employee Meeting, LEHRN HR Tech Expo, UNIT4 International User Conference, SAP Project Management Conference, MN Change Management Meeting, MRA MN HR Conference, MN Organizational Development Network Conference, peopleTECH.

Professional Summary

Medtronic	Change Management Consultant	March '20 - Current
Wells Fargo	Change Management Consultant	Aug '19 – Feb '20
Patterson Companies	Change Management Consultant	2018 - 2019
Frank IT Change Comms	Change Management Director	2005-2018
Charthouse Learning	VP of Marketing	2002-2005
CODE50 / Colle McVoy	VP of Marketing	2000-2002
Sandcastle Group	Co-founder and Creative Director	1995 - 2000