



#### **DIGITAL TRANSFORMATION:**

**Objective:** Board of Directors looked to this company to provide digital solutions in a way that provided the Parent company with differentiated offering advantage in a competitive, shrinking market.

#### **Scope:**

##### **Leadership Coaching:**

- Trusted partner of Chief Digital Officer

##### **Organization Design and Implementation:**

- Redesigned digital team from functional expertise based (quality, software development) to product based multifunctional team focused on one product.
- Completed a Digital leadership team restructure
  - Added strategic leadership positions to bring in expertise and provide better guidance and development for the digital side of the business.
  - Developed and executed transition plans for individuals impacted by the changes, ranging from promotions to severance packages.
  - Developed specialized communication plan, talking points and frequently asked question materials for all levels, focusing on education for the parent company (new to digital).
- In implementation, I took a three-step approach:
  - Communicating the changes to the company employees
  - Equipping/Empowering employees with the information and knowledge to answer any questions from the parent company and/or stakeholders
  - Communicating with parent company/stakeholders

#### **Summary:**

This initiative took 5 months (including the recruitment and onboarding of new leadership layer) and provided foundation for the company to be able to transition way of working from waterfall to Agile. As a result of the change in organization and way of working, the company was able to provide a digital offering that solidified a partnership with a key customer.

In addition to executing the change management communication plan, I completed 5 separations, providing the impacted employee a graceful transition, reducing the risk of lawsuit and saving the company millions in potential legal fees. I led the HR team that hired and onboarded 12 people in various positions and promoted 5 people. My efforts in recruiting increased gender diversity by 35% and ethnic diversity by 45% within the company.