JUSTIN NELSON

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C3O - CHIEF CONTINUOUS CHANGE OFFICER

Resourceful and innovative Business and Technology leader with multi industry progressive career experience delivering change and integrating business solutions for Kellogg, Microsoft, Sony and Unilever. In his roles as CIO, Head of user adoption and as a Business Transformation Architect he understands the impact and needs of transformative change at both organizational and employee levels. Justin is looking for a senior leadership IT role that requires the building or rebuilding a user centric change capability, to build rapid credibility and make change motivating. Managed direct teams of 6, host manager to 40 and managed 60 person global virtual teams. Recipient of many out of cycle performance awards.

Customer and business value centric	*"..His ability to relate to customer needs and present solutions in a way that meets both business and IT professional's expectations is super.."* *".. tenacity in tackling difficult organizational and cultural changes for the good of customers and the business.."*
Curious, synergistic, out of the box thinker	*"..I have always admired Justin's way of thinking outside the box, circulating new ideas and promoting healthy debates on how to do new things or try new approaches to problems.."*

AREAS OF EXPERTISE

Industry CIO Advisory	Visionary & Strategic Planning	Business Architecture
Strategic Partnerships	Change and PROSCI certified	Product Management
Executive Relations	Business & Gap Analysis	Building COE Playbooks
Industry Speaker	SDLC Change Best Practices	New office build-out
Team Leadership/Adaptability	M&A integration	Value Proposition Definition
Coaching & Development	Solution Delivery	Integrated Success Plans
Global Teams	Satisfaction Management	Product Roadmaps

PROFESSIONAL BACKGROUND

KELLOGG COMPANY   2015 – 2017
HEAD OF USER ADOPTION AND STRATEGIC CHANGE MANAGEMENT PRACTICE

Revenue $13.5B; 34,000 employees.

- Envisioned, built and scaled a user centric change management approach to drive adoption of new transformative technologies. Drove global employee success and their ability to work anywhere, anytime, from any device in support of business and organizational outcomes.

Key Contributions:

- Strategized and implemented 15+ technology adoption programs across new productivity, collaboration, infrastructure, security and policy related solutions, including Skype for Business, BYOM, printer solution, Video Conferencing, Skype Broadcast, PC refresh, employee and guest Wi-Fi.
- Grew OCM capability. Integrated change management into the SDLC to ensure governance, alignment and accountability for change outcomes. Created global change champion network. Identified and onboarded vendors to establish flexible staffing model to augment and/or provide additional capabilities.
- Owned quarterly IT Satisfaction survey and partnered across IT to identify and communicate improvement opportunities.

MICROSOFT CORP   2014
BUSINESS TRANSFORMATION ARCHITECT

Revenue $85B; 114,000 Employees.

- Using Business Architecture frameworks analyzed the Product Key, Release services (PKRS) and IT organization business. Identified 20+ unfulfilled customer needs and provided strategy recommendations enabling a shift from current operating models to future state delivering maximum added value..

Key Contributions:

- Applied architecture frameworks such as business model canvas, product roadmaps with metrics, and created blueprint of PKRS business capabilities to systems view.
- Secured and introduced a new 'voice of the customer' service into planning. Led 60-person customer connected experience (CCE) program surfacing unmet customer needs
- Sourced and recruited a six-sigma team to define and operationalize eight experience metrics to improve planning process and results.

GLOBAL PRODUCT MANAGER   2008 – 2014

- Developed industry facing content roadmaps, secured funding, and created content portfolios on the best practices of how Microsoft does IT with Microsoft software and services to the global sales organization, partners and customers.

Key Contributions:

- Secured and managed $750K to deliver 160 pieces of customer-ready content across 14 product areas.
- Established new CIO category of content focusing on the business case for change, benefits and ROI.
- Developed Cloud, BI and Re-imagine IT content to provide thought leadership and best practices.
- Served as Executive Briefing Center (EBC) speaker. Efficiently pitched new user adoption/change management topic into the EBC, engaged 40 enterprise CIO's achieving a high 8/9 score.
- Circle of Excellence nominee (top 1%), Recipient of Gold star award (individual excellence, top 10%), (Product) Ship-IT award, IT pro award (SME) and 4 Deliver IT (Team) awards.

GLOBAL MARKETING MANAGER   2006 – 2008

- Requested to be part of newly formed IT Marketing and Communications team and relocated to the US.
- Developed global change management plans targeting 114,000+ users in 107 countries.

Key Contributions:

- Efficiently integrated new user centric change management model across 8 IT delivery functions. Initiated and successfully executed 16 Global change management programs.
- Owned Windows 7 adoption globally from beta through general availability. 2007 IT DST change management lead for North America. Created re-useable communications package and implementation best practices for Microsoft Services, Customers and Partners.
- OCM lead for global field IT restructuring, relocated to UK for 3 weeks to build and align plan.
- Recipient of Gold star award (individual excellence, top 10%), IT pro award (SME) and a Deliver IT award.

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CHIEF INFORMATION OFFICER, UNITED KINGDOM   2000 – 2006

- Accountable to UK leadership and supported 3000 users spanning MSN, MSN EMEA, XBOX, Expedia, Microsoft Research, Sales & Marketing across 7 UK locations.

Key Contributions:

- Change lead for 10+ programs. Accountable for 2 successful, multi-business office relocations of 1000 people. M&A Integration lead RARE Games Studios.
- Created and lead CIO Center of Excellence, and quarterly Field IT strategy & initiative 'knowledge' program.
- Accountable for corporate push and local pull service budgeting, delivery, management and satisfaction.
- EMEA lead for user satisfaction reporting, prioritization and communication of improvement opportunities.

EMEA, SENIOR PROGRAM MANAGER & BUSINESS ANALYST   1996 – 2000

- Supported the Customer Services, Finance, and HR Business Unit IT groups.

Key Contributions:

- EMEA and global foundational requirements consolidating 3 Customer Support Service (CSS) tools.
- End to end design, development, and implementation of a CSS tool for 800 users in EMEA and ASIA. 300 user CIO monthly reporting tool and CIO 'hot issues' escalation tool.
- Deployment of web based UI's for finance and HR processes and reporting
- Accountable for Y2K compliance, risk identification and mitigation for 30 EMEA Finance and HR applications.

SONY MEDIA ENTERTAINMENT (BMG RECORDS UK)   1994 - 1996
BUSINESS RELATIONSHIP MANAGER

$3.6B; 7,900 employees.

- IT Business Relationship Manager to RCA and Deconstruction record label executives.

Key Contributions:

- Accountable for business analysis, vendor acquisition, development and implementation of Direct Response, Telemarketing, Artist Diary, and Document Management solutions.

UNILEVER   1992 - 1994
DIRECTORATE BUSINESS ASSISTANT

$56B; 169,000 employees.

- Reported to Directorate Management accountant. Directorate reported into the board of Unilever

Key Contributions:

- Consolidated business requirements, and defined functional specification for 2 Executive Information Systems (EIS) for Senior Unilever Executives. Single point of contact with solution Developer, Logica consulting.

EDUCATION

- University of Central Lancashire   BSc (Hons) Business Information Technology
- South West London College   BTEC HND Business and Finance
- PROSCI   Change Management Certification