

JEFFREY STALEY

DIGITAL TRANSFORMATION LEADER

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 Mokena, Illinois

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SKILLS

Digital Strategy

Functional Analysis

Program Management

Process Improvement

Team Building

Risk Mitigation

Resource Management

Leadership

Estimation & Pricing

Contracts & Negotiations

Adaptable

EDUCATION

BS in BUSINESS

C.I.S., Operations, and
International Business
Kelley School of Business
Indiana University
1999

MBA

Management and Strategy,
Analytical Consulting, and
Marketing
Kellogg School of Management
Northwestern University
2008

SUMMARY

Skilled digital transformation leader with 20+ years' experience working globally to discover, scope and deliver digital and mobile experiences to solve complex business problems to meet strategic business goals. Significant experience driving complex programs from inception to deployment and beyond. Global consulting experience across multiple industries garnering insight into what drives businesses forward. Team and organization builder able to recognize, recruit and develop talent to propel an organization forward.

PROFESSIONAL EXPERIENCE

FOUNDER AND COO

January 2022 - Present

Figyr LLC, Chicago, IL

Co-founder of a digital agency specializing in digital transformation through content and commerce strategy and implementation. Created an agency focused on organizations who could benefit from a rapid increase in digital maturity to reach customers and other interested audiences.

- Sold and led execution of client strategy and design projects, including stakeholder interviews, strategic roadmaps, revenue modeling, assessments, and prioritization.
- Established key operating processes to create agency, including accounting, banking, finance, legal, CRM and pricing and estimating.

Major Programs: Brand extension and design for a renewable energy venture capital firm, experience design for a blockchain company, eCommerce strategy for Fortune 1000 office supply company, experience design and technology roadmap for an online university.

SENIOR DIRECTOR, CLIENT SERVICE

April 2020 - January 2022

Kin + Carta, Chicago, IL

Spearheaded the creation of a new digital agency division for Kin + Carta US, growing the group from 3 to 55 team members in less than two years..

- Built an experience led digital agency from the ground up. Successfully secured first large contract (\$7.6M), enabling the ability to grow and hire creative, user experience and technical staff to support the new client program and pursuit of new business.
- Mobilized the processes to build the digital agency, including pricing and estimating, methodology, and worked to recruit and hire team members across key disciplines to implement methodology. Built a cross-discipline team structure to support several client teams.

Major Programs:

Experience and technology strategy and implementation for a global professional financial association, experience and content implementation for a global conglomerate, experience and technology strategy for health association, design and experience implementation for a renewable energy venture capital firm.

JEFFREY STALEY

PROGRAM SKILLS

Vision Definition
Stakeholder Alignment
Agile Management
Feature Prioritization/Grooming
Digital Roadmap
IT Portfolio Management
Conflict Resolution
Technology Assessment
Vendor Selection

TEAM BUILDING

KIN + CARTA CONNECT

Built a division of K+C from 3 to 55 team members in less than two years.

ISOBAR CAMPUS RECRUITING

Fought for and led a renewed campus recruiting process across multiple area and Big Ten universities through on campus visits, planned cohort office visit, offer letters and planned cohort onboarding. 9 new hires joined Isobar out of 100s of applicants.

JPMC TSS BSA TEAM

Built Business Systems Analysis and UX team from 4 to 22 team members. Developed unique recruiting tactics to attract talent and developed a network of reliable outside recruiting agencies. Established a process of developing and mentoring within the team.

ACCENTURE CAMPUS RECRUITING

Frequently involved in campus recruiting activities including information sessions, volunteering to speak to on-campus organizations, and on-campus and in office interviews.

ENGAGEMENT DIRECTOR

May 2012 - April 2020

Isobar, Chicago, IL

Client service leader responsible for winning and executing on client work across a variety of clients and industries. From client pitch to release and support, led multi-disciplinary teams in the execution of digital experience projects across content and commerce.

- Managed multi-million dollars accounts in healthcare, financial services, hospitality and travel, and manufacturing. Nurtured client relationship to become a trusted advisor to key stakeholders.
- Embraced and enhanced a sense of community amongst our client service practice, including mentorship, recruiting, and team member development.

Major Programs: Blue Cross Blue Shield of Michigan digital strategy, design and implementation, RLI Insurance Digital Transformation, Royal Caribbean Global Digital Platform, Southwestern Health Resources Digital Experience, COUNTRY Financial Digital Experience, Isobar Digital Strength Index

VICE PRESIDENT-TREASURY SERVICES IT

January 2005 - May 2012

JP Morgan Chase, Chicago, IL

Led analysis and user experience team for four programs through requirements and analysis for deployment of Treasury Services intranet on-boarding and service applications in North America, Europe and Asia.

- Critical contributor to overall architectural direction and tooling in order to reduce the Treasury Services time from point-of-sale to revenue generation for large commercial customer on-boarding.
- Shaped the analysis process and developed and trained team members to execute a structured plan to produce a consistent flow of requirements and designs to multiple development teams to ensure a steady cadence of three releases each year.

Major Programs: Integrated Service Desktop-customer service integrated tool, Treasury Service Deal Manager-customer onboarding from sale to active revenue, Document Information Management System, Customer Assist

MANAGER, GLOBAL ARCHITECTURE

October 1999 - January 2005

Accenture, Chicago IL

Member of a Global Architecture and Core Technology group responsible for building key internet architectures and seeding teams with experts to accelerate project success by establishing the architecture and training key team members.

- Developer working on the creation of one of the first Accenture internet architectures based on converting a client-server based architecture.
- Coveted development lead brought onto numerous projects across the globe due to willingness and ability to train and mentor developers and establish development best practices

Major Programs: Colorado Department of Labor and Employment, Morgan Stanley Security Framework, State Farm Security Framework, eGovernment Market Offering (Irish Civil Service, Ministério de Informação Brazil, New Zealand Government), Global Markets Portal