

Steven A. Woodruff

Candidate Email Address: steven@cmmla.com

Top Skill Sets:

- Quality 1: Change Management (Prosci Certified Change Manager)
- Quality 2: Certified AI Transformation Leader (CAITL) with USAII
- Quality 3: Corporate Communications
- Quality 4: Change Enablement and Training Development
- Quality 5: Project Management

Supplier Comments: Steven is a seasoned project and change management professional with a proven track record in leading large-scale, transformative initiatives across industries such as healthcare, media, and finance. His recent work includes collaborating with industry leaders such as Adobe, Kaiser Permanente, and Capital Group, where he has been instrumental in facilitating digital and technical change. Leveraging methodologies like Prosci, ADKAR, Agile, and Six Sigma, Steven has managed complex deployments, including Adobe Experience Manager, Oracle HCM, and AWS Cloud initiatives. His expertise encompasses creating and implementing change plans, conducting impact assessments, and coordinating cross-functional teams, ensuring smooth transitions for users and robust organizational readiness. Steven has been certified as an AI Transformation Leader planning and overseeing AI strategies and implementations. In addition to his corporate engagements, Steven has a strong consulting background, offering his project management and marketing expertise to various sectors through his consultancy CMMLA. He has worked with diverse clients, from medical products to fine arts and education, on change management, marketing automation, and process optimization. His hands-on approach and focus on engagement, training, and communications have enabled high adoption rates and successful project outcomes. Steven's well-rounded experience and skill set make him a valuable asset in driving organizational effectiveness and achieving strategic objectives.

Links to Work: LinkedIn: <https://www.linkedin.com/in/stevenawoodruff>

Location: Oxnard, CA 93036

Interview Availability: 48-72 hours prior notice

Available to start: 2 weeks' notice

Summary:

- Thrive in roles where I can facilitate communications, teamwork, and adoption among diverse and cross functional groups of leadership, engineers, creatives, and administrative staff.
- Excel at finding gaps, need analysis, process automation and optimization.
- Support and seek to build transparent, open and merit-based environments.
- Find joy and value in objective truth, integrity, growth, profit, balance and celebration.
- More than 15 years in project management, change management, corporate communications, Agile development, marketing, and operations.
- Organizational & Enterprise Change Management.
- Organizational Development and Leadership Training.
- Change & Project Communications Strategies.
- Marketing Operations and Automation.
- Process Design and Optimization.

Education:

- High School Diploma, La Canada High School in La Canada

Expertise

- Senior Leadership Skills Certified Change Manager Project Manager
- Change adoption enablement and training
- Cross Functional Team Building, Innovative and Strategic Thinker, Effective Delegator
- Efficient Decision Maker, Self Awareness

Skills Set:

Accounting, Marketing, Adobe Creative Suite, Marketing Strategy, Adobe Illustrator, Marketo, Adobe InDesign, Microsoft Excel, Adobe Premiere Pro, Microsoft Office, Budgeting, Business Analysis, Ontraport, Business Development, Organizational Development, Change Management, LMS Platforms, Demand Generation, Organizational Leadership, CSS, HTML, Style Sheets, Organizational Management, Organizational Skills, Financial Modeling, Photoshop, Financial Services, Problem Solving, Google Analytics, Project Management, Google Cloud Platform, QuickBooks, Recruiting, Google Suite, Salesforce, Graphic Design, SEO, HubSpot, Social Media, Marketing, Infusionsoft, Software Development, Inventory, Survey Design, iOS, Time Management, IT Support, Troubleshooting, Agile, Scrum, Kanban, WordPress, Leadership Development, KPI Framework, ServiceNow, Oracle HCM, Confluence, MS Teams, SharePoint, WCM, Smartsheet, Jira, Adobe Experience Platform, Adobe Experience Manager, Customer Journey Analytics, Workfront, Slack, Adobe Learning Systems, Oracle HCM, PeopleSoft.

Tools

- Emotional Intelligence, Prosci, Adizes, Agile, Work Management Systems, CRM, CMS, CMO, ERP, B2B, B2C, HCM, LMS, Process Improvement, Automation, Business Intelligence, Strategic Partnerships Analytics, Dashboards and Models Finance, Accounting

Career Experience:

Adobe, Contract (Axiom)

Aug 2023 – Dec 2024

Change Manager, Digital Marketing Transition Office

- Working with Global Digital Marketing shadowing Accenture and Deloitte as an internal change management liaison.
- Deploying Adobe Experience Manager, Real time Customer Data Profile and Interactive Webinar/Adobe Connect platforms.
- In addition to standardized Prosci Change Management Methodologies, coordinated persona development, Impact assessments, training / enablement plans, communications, hyper-care and organizational readiness.
- Working with Marketing professionals, as well as backend and platform development teams.

Kaiser Permanente, (Pyramid)

Aug 2022 – Aug 2023

Lead Change Manager- Project Manager

- Worked at the enterprise level managing technical change in an Oracle HCM environment for the Timekeeping and Attendance platform nationwide. Over 200,000 impacted users.
- Deploying a new time and attendance platform.
- Created and oversaw organizational impact assessments, risk analysis, and enterprise change plan.
- Collaborated with diverse teams.
- Interviewed with project sponsors, stakeholders, and SMEs.
- Coordinated with external platform vendors and external consulting firm.
- Worked in hybrid Agile framework and multiple WMS platforms.

Capital Group, (Trace 3)

Jul 2022 – May 2023

Lead Change Manager- Project Manager

- Worked on the enterprise initiative to migrate all app development to the Cloud.
- Consulted and advised on change management, planning, communications and adoption campaigns.
- Organizational impact assessment, risk analysis, enterprise change plan, Upskilling and AWS Cloud Foundations training plan and communications.
- Collaborated with diverse teams.
- Interviewed with project sponsors and SMEs.
- Coordinated with external platform vendors and external consulting firm. Developed a program status and communications portal.
- Served as the Agile project manager for the Cloud Training team.

Nielsen Media, (Kforce)

Jun 2022 – Nov 2023

Change Management Communications – Part Time

- Consulted and advised on change management, planning, communications and adoption campaigns.
- Service Now integration and HR Portal deployment.

- Readiness assessments, ADKAR assessments, user impact analysis, persona development, HR training framework development.
- Corporate communications liaison with the change team.

Amgen, (SMCI)

Oct 2021 – Jun 2022

Specialist Contractor: Organizational Effectiveness, Change Management Communications

- Consulted and advised on change management, planning, communications and adoption campaigns.
- Developed and deployed Enterprise communications across multiple channels.
- Coordinated platform development with scrum, Kanban and Agile.
- Designed analytics dashboards to measure adoption and engagement rates.
- Collaboration with diverse teams.
- Interviews with project sponsors and SMEs.
- Coordinated with external platform vendors and Accenture consulting.
- Worked on Digital Literacy, Digital Up-skilling, Workday Integration, and E learning project initiatives for Global Enterprise.

Adizes Institute

Nov 2017 – Jan 2021

Project Manager, Change Management Consultant, Product Manager; E learning Systems

- Adizes, Prosci, and ADKAR change management methods. Agile, Six Sigma, and Agile/Kanban project management.
- Engaged sponsors, stakeholders, and end-users to define and develop E learning products.
- Collaboration with the teams developing user experiences, training content, marketing and delivery of the E learning products in response to clients' and consumers' changing needs.
- Collaborated with marketing managers, training managers, IT and development engineers for global companies in the energy, banking, pharmaceutical, logistics, and manufacturing industries.
- Coordinated delivery timing and messaging channels to ensure maximum adoption and engagement among the clients' user base.

Poditech Laboratories

Jun 2016 – Apr 2023

Business Manager, Product Management, Project Manager – Part Time

- Collaborated with doctors, inventors and engineers to oversee development, manufacturing and distribution of medical grade orthotics.
- Legal, FDA, supply chain, labor, logistics, accounting, marketing, on-line, retail, web, social.
- Project management.
- Organizational Engineering.

CMMLA, (Self-Employed)

May 2008 – Oct 2022

Founder, President/Project Manager – Part Time

- Full-service project management and marketing management consultancy serving multiple industries, organizations and entrepreneurs.
- Specialized in change management, marketing automation, process optimization, financial modeling, budgeting, project management and more.
- Served clients in entertainment, medical products, event planning, coaching, health, fine art, education and non-profits.

CMMLA Client Activity:

- Salem Media - News and Entertainment: Digital Media Sales and Solutions Consultant - 1 year Vantage Point Recovery - Health and Wellness: Email Marketing Manager - 1.5 years
- 320 Media - Data Analytics and Business Intelligence: Marketing Project Manager - 2 years Canna MLS - Real Estate Listing Service: Marketing Strategy Consultant - 1 year
- Delrahim Enterprises - Gas and Oil Entrepreneur: Project Manager, Event Planner - 1 year Matthew Hussey - Entrepreneur and Coaching Enterprise: Marketing Automation Specialist- 1 year Pad Fender Security - Home Security Hardware: Marketing Strategy Consultant - 1 year
- NewMoon Wellness - Health and Wellness: Marketing Strategy Consultant - 1 year
- Yoga Gives Back - Non-Profit, Health and Wellness: Marketing Systems Consultant - 10 years
- Starmen USA - Retail Advertising Agency: Marketing Consultant, Project Manager - 2 years
- Talq - SaaS Developer: Sales Manager, Regional Field Representative - 1.5 years
- Sapphire Land Management - Business Manager - 4 years

