Patricia J. Williams, Ed.D.

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Active Public Trust Clearance
Program Manager
Change Management Specialist and Scrum Master

SUMMARY:

Proven leader successfully managing resources – human and material – across various industries. Demonstrated, skilled facilitator and cross-team relationship builder. Exceptional writer and oral communicator, able to navigate across multiple audiences to drive consensus and buy-in. Expertise in defining, assessing, and measuring success and determining gap analysis. Identify change impacts, plan approaches, track progress and performance, manage risks, plan future and steady state, and transfer knowledge and ownership.

SKILLS:

Visionary Thinking, Influencing, Decision-Making, Clear Communication, Active Listening, Public Speaking, Change Strategy Development, Project Management, Risk Management, Research and Data Analysis, Problem-Solving, Process Mapping, Conflict Resolution, Team Building, Resource Management, Training Design and Delivery, Coaching and Mentoring, Performance Metrics, Continuous Improvement and Quality Assurance, and Reporting.

TECHNICAL SKILLS:

- **Languages/Frameworks:** Agile Scrum and Kanban
- **Development Tools:** Atlassian JIRA and Confluence, and Azure DevOps
- **Cloud-Based Enterprise Solutions:** Salesforce.com (CRM), SAP S4HANA, Ellucian Colleague, Microsoft Office 365, Mural, Smart Sheet, and PROSCI's Proxima

EDUCATION:

- Ed.D., University of Dayton – Organizational Leadership
- MA, University of Maryland – Educational Leadership and Policy Studies
- BA, Temple University – Journalism

CERTIFICATIONS:

- Certified Change Management Practitioner (PROSCI's ADKAR Methodology)
- Project Management Professional, PMI, Inc. (Membership #1586039)
- Advanced SCRUM Master & Advanced SCRUM Product Owner
- Certified Salesforce Administrator and Certified Salesforce Service Cloud Consultant (Active)
- Facilitator, Deloitte Faculty Excellence (DFX)
- LUMA Institute Certification (Human Centered Design Framework)

PROFESSIONAL EXPERIENCE:

Project Manager (Prime Contractor)
FEMA Lifecycle Process Management System (LPMS) Program
10/25-present

- Manage day-to-day operations for the Lifecycle Process Management System (LPMS) through configuration and integration of IBM Maximo with other FEMA systems, including IBM Mobile App.
- Own senior leadership relationships, collaborate with stakeholders on project goals, requirements, and objectives.
- Create detailed project timelines, and business continuity plans, ensuring alignment with business objectives.
- Manage team resources, including personnel, budgets, and equipment for project success.
- Track expenditures to ensure project remains within budget while optimizing costs.
- Liaise between business units, IT teams, and external partners to ensure clear communication.
- Schedule and facilitate meetings to inform stakeholders on project status, changes, and issues.
- Address any concerns or conflicts that arise, facilitating resolution between involved parties.
- Design, develop, and deliver instructional materials and related training artifacts to stakeholders.

Lead, Organizational Change Management (OCM) & Agile Scrum Master
FEMA Salesforce Federal Insurance Customer Relationship Management (FICRM) Program
11/23-present

- Manage OCM for Salesforce Federal Insurance Customer Relationship Management (FICRM) Program to drive adoption

- Designed, developed, and currently executing the FICRM OCM strategic plan: measure adoption success, conduct stakeholder and project assessments, manage stakeholder resistance, coach executive sponsors, cultivate champion networks, develop and deploy training plans, draft communications (identifying preferred senders), and refine plans to reinforce user adoption.
- Lead all Agile Scrum ceremonies, including Daily Standups, Program & Sprint Planning, and Sprint Retrospectives.

Independent Consultant, Organizational Transformation & Change Management
ADEPT Learning & Training, LLC – Washington, DC
05/23-present

- Owns client relationships and implements change management strategies specific to cloud-based solutions including Salesforce and SAP and focuses on increasing user adoption; assesses stakeholder competencies and resistance, standardizes program practices, and establishes and measures success against change readiness KPIs.
- Develop change management program charters, playbooks, interventions, and custom risk management strategies.
- Create training materials and communications content, develop leadership coaching plans, and manage sponsorship and mid-level manager engagement and resistance management.
- Build master schedules for change management program rollout, sponsorship activation, and pilot launches.

Manager, Organizational Transformation (Human Capital)
DELOITTE CONSULTING, LLP – Tysons Corner, VA
03/22-04/23

- Primary client relationship owner for materials management, procurement, and shared services workstreams on Salesforce and SAP cloud-based technology implementations.
- Drove technology efficiencies, reduced redundancy, and increased value within the project and across the workstream.
- Facilitated leadership forums and sponsorship briefings around change management strategies for cross-industry clients implementing cloud-based technology solutions, leveraging Deloitte's change readiness framework to drive adoption, resulting in a successful phase one go-live for the Canadian business unit impacting 500+ end users.
- Served as a trusted advisor for client leadership by identifying technology integration risks and issues, defining go-no-go success metrics, capturing changes and impacts, and assessing stakeholder readiness. This led to the design and execution of resistance strategies and interventions to alleviate cost, scope, and schedule constraints.
- Managed three and eight vertical resources across change management and analytics, communication, and engagement, learning/training, and role (user profile) mapping/go-live prep.

Manager, Technology Change Management
FEDERAL HOME LOAN MORTGAGE CORP. (FREDDIE MAC) – Tysons Corner, VA
09/20-03/22

- Salesforce Change Management lead for leveraging PROSCI's ADKAR framework to drive stakeholder adoption, worked closely with three Modern Delivery Agile teams to integrate change readiness into project plans to prioritize technology development and streamline communication across impacted stakeholder groups, focused on ensuring an exceptional user experience.
- Led all aspects of Salesforce technology intake and customer feedback processing, including identifying and cultivating Voice of the Customer (VoC) themes based on data analysis highlighting client challenges and key gap analysis
- Developed and executed project and change management plans to bring awareness, increase stakeholder engagement, and drive adoption of technology changes by avoiding or mitigating risks.

Senior, Salesforce Success Trainer
FEDERAL HOME LOAN MORTGAGE CORP. (FREDDIE MAC) – Tysons Corner, VA
06/19-09/20

- Led change management approach for Sales/Credit Policy Intake process on Salesforce SAFe Agile team and developed and executed change management plans using PROSCI's ADKAR framework to create Communications, Sponsorship, and Training artifacts to drive user adoption.
- Designed and implemented stakeholder strategies to drive engagement, awareness, and user adoption, and proactively managed resistance to Salesforce related changes by developing corrective action plans and collaborated with the Salesforce SAFe Agile team to refine requirements, conduct UAT, and support the transformation of customer issues into business value.

Change Management Analyst / Senior Consultant
ACUMEN SOLUTIONS (*now Salesforce, Inc.*) – Tysons Corner, VA
04/17-06/19
- Led a 4-person change team guided by PROSCI's ADKAR framework for a SAFe Agile team implementing Salesforce technology.
- Developed and executed change management strategic plans to drive user adoption.
- Worked across product and leadership teams to gather requirements, refine and execute user adoption metrics, document user stories, mitigate adoption risks, conduct prototype demos, and manage 360 feedback loops.
- Conducted two Salesforce Lightning Organizational Readiness Assessments, including 14 Sponsor interviews, analyzed data, and delivered the report of key findings.
- Created user questionnaires, interviewed, and developed and analyzed 75+ user stories for a Salesforce Sales Cloudt project.

Salesforce Admin and Business Analyst
UNITED NEGRO COLLEGE FUND (UNCF) – Washington, DC
06/15-04/17
- Led team of six staff for implementation of Salesforce Non-Profit Starter Pack and two Salesforce community portals.
- Conducted 25+ stakeholder interviews/discovery sessions and facilitated eight workshops to validate requirements.
- Planned and executed 11 UAT sessions and wrote test scripts to gauge system capacity and performance.
- Developed user training strategy, including people readiness thresholds/metrics, training curriculum/course materials, learning assessments, job aids, and gamification devices for 40 learners.

Co-Facilitator and Scholarship Read Site Trainer
THE BILL & MELINDA GATES MILLENNIUM SCHOLARS PROGRAM (16-year consecutive contract) – Washington, DC
02/01-02/16
- Led team of 50 subject matter experts (SMEs) in virtual scholarship review, assessment, and rubric-based scoring of student applications to award full-tuition scholarships for national programs.
- Spearheaded multi-group training for adult learners on application navigation application review measuring cognitive and non-cognitive variables.

Project Manager and Optimization Consultant (Contract) – Remote/Client Site
CAMPUS WORKS, INC.
08/13-06/15
- Initiated, planned, managed, monitored, and controlled multiple simultaneous projects for significant community college – project initiation and requirements gathering through implementation.
- Performed stakeholder interviews, led six business process mapping sessions, and drafted executive leadership summaries outlining process gaps and recommendations for action.