

Ben Poole

Analytics & Data Visualization | UX Research & Insights | Technology Adoption

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August 2022 - Present (Current Role)

Senior Manager, Construction Data Products

Autodesk, Inc.

- Manage a portfolio of digital products, and drive Product Marketing initiatives to increase adoption, trust, and visibility among stakeholders and executives for Enterprise Data and Metrics Catalogs
- **Scoped and designed Product Marketing to launch a data visualization and ML model attributed to \$1.7 Million in Sales and New Business pipeline**
- Manage a team of Data Product Managers to partner and coach Analysts, Engineers and Data Scientists to drive greater adoption of advanced analytics tools and AI models
- Partner with Data platform owners to drive development/testing/release and future iteration through stakeholder management and change management planning
- Took the lead on a wide-scale project to improve performance and resilience of BI platform (Google Looker, Microsoft Power BI, Snowflake, Dbt)
- Launched **Data Products Catalog** to pull together core SaaS metrics, Customer Lifecycle, and Data Insights tools to assist **GoToMarket, Sales, and CS teams**
- Own vendor relationships and contract management for third-party construction data enrichment
- Led Customer-focused Design-Thinking workshops, engaging Customers and Partners on topics of AI, Automation, and Sustainability
- Advocate for Stakeholders through scoping, prototyping, gathering feedback & tool adoption

Education:

 **University of Nebraska - Lincoln**

Bachelor of Journalism, Major: Advertising and Mass Communications

Minors: Economics, English

Certifications & Awards:

ADKAR CERTIFIED



AIM Institute Advanced
IT Leadership
Academy, 2014



Associate
Professional
Designation



Series 6 Exam - Regis-
tered Financial Products
Representative (inactive)



Business Impact Analytics:



Employee satisfaction insight - key metric to measure global change management impact

85 NPS

Increased Platform NPS by 50 points among 30,000 employees, supporting global technology migration

↑ 1500%

Increased software adoption by re-imagining Enterprise software deployment through change champions network

\$1.4 M

In vendor contract costs for global communications costs, while increasing value of that spend to employees



Impact with Data: Avg. load time experienced by data product customers - decreased from more than 29 seconds in performance optimization effort

April 2018 - August 2022**Senior Manager, Organizational Change Management & UX Research**

PayPal, Inc.

- Managed a team of skilled **Researchers and Analysts** to deploy **human-centered research** techniques to help teams better understand, influence, and connect with their internal business customers
 - Partnered with PMO and Technology Leaders to design effective Change Management Programs, implementing ADKAR methodology, Communications Strategies, Stakeholder Engagement, and resistance management planning
 - Influenced key M&As, Project Go/No-Go, and Technology Solution Design through Key use cases and user insights
 - Modernized software training and adoption through peer-to-peer "Immersive" learning experiences
- Promoted from Manager of UX Research Team***

February 2010 – April 2018**Product Manager, Cloud Collaboration & Unified Communications**

HDR, Inc.

- Built strong user research and feedback loops through change champions experimenting with emerging technologies in AEC Design & Construction
 - Led Cloud Strategy, including hybrid system design and technology service catalog
 - Shaped a Chief-of-Staff role through increasing responsibility and trust among executives, business leaders, and technical staff in roles Product and Application Owner, Unified Communications networking, telephony, productivity
 - Earned HDR's Associate Professional Designation for Leadership
 - Earned HDR's "Corporate Pathfinder Award" for innovation and teamwork
- Promoted from Senior Web Application Developer***

2006 - 2010**Web Solutions and Marketing Lead**

Orion Advisor Services

- Led Product Marketing, Strategy, and UX development to rapidly grow a FinTech Startup
- Supported Sales & New Business Development through technical solutions consulting, conference speaking, executive presentations, partner integration programs, marketing & public relations

2001 - 2006**Senior Web Application Developer**

Orion Advisor Services

- Helped launch a technology Start-Up company while managing Web App Development and Marketing divisions, growing the Start-Up to \$40 Billion in AUM
- Designed and built innovative web and desktop-based products for the Financial Services industry
- Created strategic alignment across Sales, Business Operations, Software Development and Product
- As a trusted advisor, helped articulate customer needs into product roadmap
- Mentored Designers, Devs and Operations teams, establishing design patterns and best practices
- Engaged Executives, Sales and Account teams to develop impactful customer-focused campaigns
- ***Joined CLS Investment Firm in 1997, then built and launched Fintech Startup, Orion Advisor Services, promoted from Marketing Lead***

Community Involvement & Leadership

* Note: some of these roles and achievements resulted in awards or recognition mentioned on Page 1

- **Omaha Chamber of Commerce Business Engagement Council Member**
Engaged business owners to help maximize value from their Greater Omaha Chamber of Commerce membership investment and corporate citizenship
- **University of Nebraska - Omaha STEM Education Program Business Advisor**
Engaged business owners to help maximize value from their Greater Omaha Chamber of Commerce membership investment and corporate citizenship
- **Graduate - AIM Institute Advanced Technology Leaders Academy**
Management and Leadership program for Omaha's business leaders and technology innovators
- **Earned HDR's Associate Officers Designation**
Officer's program to identify and develop future business leaders
- **Received HDR Pathfinder Award for Innovation and Teamwork**
Nominated by peers and Executives, the Pathfinders Award is designed to recognize outstanding achievements and impacts
- **Omaha Community Foundation - The Omaha Venture Group Senior Member and Group Leader**
Applying a VC model to the non-profit community, the OVG operates as a Venture Capital approach to identify and develop emerging non-profit organizations through seed grants, mentoring, and coaching business fundamentals and grant-writing.

References

* Contact information available upon request

- Director, Cross-Solutions & Technology Strategy at **Microsoft**
- Program Manager at **HDR**
- Vice President of Technology Solutions at **Orion Advisor Services**
- Strategic Innovation Designer at **Kaiser Permanente**
- Solutions Architect at **Farm Credit Services of America**