

# ADAM LEIGHTON

aleighton@sei.com | sei.com

## PROFESSIONAL BACKGROUND

Mr. Leighton is a business and technology professional with 13 years of deep functional expertise managing enterprise IT/IS implementations, digital transformations, and fintech product delivery. He has successfully led multiple high-profile projects for some of the world's most recognizable brands, while possessing a hands-on background defining, designing, and developing complex technical systems at scale.

As such, he excels at translating the complexities of technical delivery into strategic, results-driven business solutions. Mr. Leighton's success as a consultant comes from his ability to anticipate issues while creatively solving problems. He specializes in understanding clients' business drivers for change, and he uses that knowledge as the basis for tactical project decisions – all while working within situations that can be highly competitive, deadline-driven, and prone to change. He excels at maximizing delivery output by closely managing parallel, interdependent workstreams. Mr. Leighton is both a leader and a team player that values client satisfaction, project success, and service excellence above all else.

## SELECTION OF RELEVANT EXPERIENCE

### Program Manager | Embedded Finance Products, Global Financial Technology Company

Mr. Leighton was the program manager for the Embedded Finance division at a Fortune 500 financial services organization, directly supporting the SVP of Product. He was responsible for the successful delivery of over \$40M in annual capital budget across a dozen projects to capture \$600 million in revenue. In this role, he organized intake across 25 agile development trains and ensured work was appropriately defined, prioritized, and delivered. Additionally, Mr. Leighton dove into troubled initiatives to remediate issues, define minimal viable products, negotiate and manage vendor relationships, and streamline the internal team's efforts to achieve revenue driving product increments more frequently. Beyond delivery, Mr. Leighton created executive communication, value proposition visualization, and capital planning for the product line.

### Program Manager & Solutions Architect | SMB Growth Products, Global Financial Technology Company

Mr. Leighton was a program manager for the SMB Growth Products line of business, focused on optimizing the end-to-end delivery of products from concept to cash. He led delivery efforts across all functional areas of the business including IT, operations, legal, compliance, billing, and revenue recognition. Mr. Leighton designed solutions that effectively leverage a myriad of siloed systems of record in support of best-in-class financial services products. The solutions Mr. Leighton defined are now used by over 100k merchants, and the implementation projects he managed have generated a surplus of profit for the organization.

### Industry Expertise

- Financial Technology Services
- Payment Acceptance & Processing
- Manufacturing
- Management Consulting
- Logistics
- Higher Education
- Non-Profit

### Functional Experience

- Enterprise Program & Project Management
- Product Commercialization
- Business Analysis & Requirement Definition
- Financial & Strategic Planning
- SDLC: Technology Delivery
- Agile: SAFe 5, Scrum



# ADAM LEIGHTON

aleighton@sei.com | sei.com

## SELECTION OF RELEVANT EXPERIENCE

### Sr. Project Manager | PIM Integration & Global Web Transformation for a Leading Materials Handling Manufacturer

Mr. Leighton led a 9 month, multi-tenant program to provide the next generation digital experience for a B2B manufacturer with over 2 dozen brands and a company history of over 100 years. The program had two primary goals. First, integrate a web CMS with a new product information management system, and second, unify over 40 global websites on a scalable design system and web publishing platform. Mr. Leighton was the head of a team working across four continents and over one dozen time zones, as he shepherded the program through research, user experience design, development, and migration. In addition, Mr. Leighton was responsible for defining a governance structure for the global stakeholder group to manage digital operations pre- and post-launch. The completed solution achieved all project goals.

### Project Manager | Portal Implementation for a National Disaster Relief Organization

Mr. Leighton was the manager of a year-long, multi-million dollar program to create a complex web portal for millions of registered blood donors to use when signing up for and attending blood drives. The new solution enables tens of thousands of staff-based coordinators to create new blood drives, schedule donors, and market their events. Mr. Leighton was responsible for and coordinated numerous, interdependent, and parallel tracks of work while managing a large, international, cross-functional team consisting of developers, designers, testers, business stakeholders, and end users. The new portal has dramatically increased revenue and is currently one of three key pillars of this organization's digital infrastructure.

### Project Manager | Digital Transformation for a Multi-Billion Dollar Logistics Company

Mr. Leighton led a lean team on a mission to quickly redesign, redevelop, and launch two flagship digital experiences – one for North America and one for all of Europe – within a 6 month timeframe. The new global web experience is available in multiple languages, includes a robust integration with Pardot, and is hosted on an auto-scaling, Azure infrastructure. The client relied heavily on Mr. Leighton to be the single point of contact for all project activities. Mr. Leighton led a team of near-shore and on-shore developers, copy writers, and designers to provide a powerful go-to-market solution that has significantly increased lead generation for the sales team, lowered bounce rates, and elongated session duration.

### BA & Functional Lead | Digital Web Transformation for a Big 3 Management Consultancy

Mr. Leighton was the functional lead for a yearlong digital transformation project that launched a new global web presence in over 10 languages and in as many countries. Mr. Leighton defined all functional and technical requirements for the new solution, ushering the client through a highly-collaborative requirement definition process that was later used as a direct input for complex automated testing. The platform includes real-time content personalization and geotargeting, as well as integrations with Salesforce, Marketo, DemandBase, Active Directory, and a custom mobile application. Mr. Leighton spearheaded an innovation initiative that envisioned and implemented a new capability that allows anonymous visitors to save and share content to a private "folder" on the site, with no login required. The new site has been wildly successful, resulting in higher customer satisfaction, decreased spend on web maintenance, and greater market penetration overseas.

### Technology Expertise

- MS Project & SmartSheet
- Atlassian Suite (Jira & Confluence)
- LAMP, AWS, Azure DevOps
- CMS & PIM (AEM, Drupal, EpiServer, inRiver)
- PHP, SQL, Git SCM
- Clarity ERP
- Salesforce
- Rally
- Visio
- Thinkcell

### Deliverables

- Executive Dashboards
- Project Management Artifacts
- Program Management Strategy & Artifacts
- Business Case Development
- Product Roadmap
- Process Mapping
- SOW, RFP, RFI, and addendum contracts
- Operating Model Assessment

