## Patrick Colbert, Manager-Digital Transformation, MBA, DBA

Executive Summary

Visionary strategy, client engagement, and service delivery leader with 15+ years of dynamic experience driving innovation and collaboration. High-energy consultant with strong business acumen, emotional intelligence, and deep team leadership in deploying innovative and practical solutions that address complex challenges in fast-paced environments.

### Education and Certifications

* Doctorate, Business Administration (DBA), Florida International University, Miami
* Master of Business Administration (MBA), Marketing Research & Analytics, University of Central Florida, Orlando
* Certification: Machine Learning / Statistical Data Mining, College of Sciences, University of Central Florida, Orlando
* BSBA, Management Information Systems (MIS), University of Central Florida, Orlando

### Professional Experience

**Capgemini *2022-2024***

Principal & Engagement Director, Digital CX

Orchestrated 4 top-tier client transformation programs and led continuous improvement projects—inception to launch. Guided teams through organizational change. Rapidly resolved conflicts and initiated course corrections. Optimized customer journeys for seamless and engaging brand experiences while ensuring optimal performance & ROI.

* Managed $15 million in program finances and project budgets. Monitored / tracked and reported on project benefits.
* Expanded engagements by 20% by actively identifying value-added opportunities and fostering expansion.
* Executed complex multi-tower initiatives and calibrated governance structures (e.g., marketing, sales, technology).
* Mentored 16 project managers via hands-on leadership approach in providing constructive guidance and coaching.

**Tata Consultancy Services (TCS) *2017-2022***

Engagement Director, CX Strategy & Transformation

Accountable service delivery to ongoing digital experience, marketing, sales, and loyalty programs, including offshore-dependent engagements. Secured revenue commitments

for three-year horizon by analyzing client trends to develop durable business plans, workforce, and training budgets.

* Facilitated go-to-market offering and IP development across practice (e.g., statistical analysis for operational attribution, cash flow models to determine marketing ROI, capability assessment, and conversion rate optimization services).
* Led successful client digital capability assessments, gap analysis, self-funding program roadmaps, and phased implementation approaches.

**Hitachi Solutions *2012-2017***

Project Leader

Delivered enterprise-scale CRM and marketing automation. Engaged portfolio of clients to design, develop, and deploy strategic solutions. Drove state & gap analysis, strategy, POC, MVP, incremental rollout, and continuous improvement.

* Championed $17M in revenue production by expanding accounts via strategic delivery.
* Created and deployed analytics models through attribution metrics and propensity modeling, share-of-voice, conversion, return on marketing investment (ROMI), and lifetime customer value (LTV).

### Additional Experience and Skills

**Certifications (2022-2024)**

* Agile (SAFe 6.0) Product Owner / Product Manager, Scaled Agile Inc.
* Vertex AI & DialogFlow CX for Developers, Google Inc.
* AI Engineering and Data Engineering, IBM Inc.
* AI Product Management, Duke Univ.

**Doctoral Research Programs (2021-2024)**

* “Serving an 'Audience of One' as the outcome of accessible, inclusive Information Systems”
* “Servant Leadership and Team Culture in High Performing Limited Time Teams”
* “Life Sciences & Healthcare ML in Clinical, Genomic, and Administrative contexts”

**Course Development & Teaching (2022-2024)**

* “User-Centered Design” Master of Digital Marketing course, UNIR (Rioja, Spain) / MIU (Miami)
* “Philosophy and Process of Applied Business Research” for first-year doctoral students, Florida International Univ.
* “Connected Manager” new manager / new MBA hire course, Capgemini

**Certifications and Software Development Skills**

SaaS • Google Cloud, Azure, AWS • Python • Open-source machine learning • SQL • R • SAS • Tableau • Qlikview • PowerBI • Mulesoft