

JOSEPH POINTER

2025 "Face of TIAA" Values VIP (Top 4 of 16,000 Associates)

Director-Level AI Transformation & Adoption Strategist | Workplace Modernization Leader

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PROFESSIONAL PROFILE

Most transformations fail at adoption. I close that gap by designing human-centered enterprise initiatives where change feels intentional, not imposed. At TIAA: launched CareerSpark (16,000+ users), led workplace transformations (700+ associates, 44% footprint reduction), and drove 395% increases in recognition and engagement.

PROFESSIONAL EXPERIENCE

Director, Workplace Experience & Associate Engagement TIAA (Fortune 100 Financial Services)

2011 – Present

Led enterprise initiatives impacting 16,000+ associates. Administered recognition program (~\$500K budget). Built cross-functional coalitions to drive adoption at scale.

- **AI Platform Innovation:** Conceived CareerSpark, 9-module AI career platform serving 16,000+ associates. Designed human-centered pedagogy reducing AI anxiety. Reached 1,500+ through live sessions. Integrated into TIAA University.
- **Enterprise Transformation:** Led workplace transformations: Denver (700 associates, 44% footprint reduction), Frisco (500+ associates), Charlotte. Managed hoteling transitions across multiple locations. As Recognition Champion administering ~\$500K program over 10 years, drove 395% recognition increase; Client Services: 44% of all recognitions.
- **Pandemic Innovation:** Designed interactive virtual career fair reaching 800+ associates when COVID eliminated in-person events. First time regional offices gained equitable access to events previously limited to Denver/Charlotte. Solution replicated by 3+ teams enterprise-wide.

Product Leadership & Enterprise Solutions

2000 – 2011

Pearson Performance Solutions / Vangent, Inc.

- Advanced through five roles during mergers/integrations, building pattern recognition across learning systems, HCM platforms, and enterprise adoption
- Designed "Revolver" LCMS separating content from delivery; implemented at 3 Fortune 500 companies, maximizing content reuse across contexts
- Directed product enhancements for 3 automated recruiting solutions reducing client hiring costs 50-80% and speed-to-hire 50%+
- Partnered with Fortune 500 clients (Unilever, Bank of America, Verizon) on global training and technology delivery

CORE CAPABILITIES

Leadership: AI Adoption & Enterprise Enablement (16,000+ trained) | Digital Transformation | Change Management | Workplace Transformation | Human-Centered Design | Workforce & Career Development | Employee Experience & Engagement | Budget Management (~\$500K)

EDUCATION & RECOGNITION

MS, Instructional Technology, Bloomsburg University | **BA, Art (Commercial Art),** Millersville University

Awards: "Face of TIAA" Values VIP (Top 4 of 16,000) | Values Champion (2x) | Change Champion