

JOSEPH "JOE" POINTER

Director of Transformation & AI Adoption | Strategic Leader in Organizational Change

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EXECUTIVE PROFILE

Most transformations fail at adoption. I've spent my career closing that gap. Director-level leader driving enterprise-scale transformation across AI adoption, organizational change, and workplace strategy at Fortune 100 scale.

Recognized as "Face of TIAA" (top 4 company-wide, 2025) for conceiving and launching CareerSpark, an AI-powered career development platform serving 16,000+ associates.

PROFESSIONAL EXPERIENCE

Director, Workplace Experience & Associate Engagement

February 2022 – Present

TIAA (Fortune 100 Financial Services, \$1.6T AUM)

Business Manager (2016–2022) | Senior Business Management Specialist (2013–2016) | Business Consultant (2011–2013)

Led enterprise initiatives impacting 16,000+ associates across Client Services (~3,000 associates). Managed \$250K-\$300K annual budgets. Partnered with Global Corporate Services, Workplace Services, Facilities, HR, and IT to deliver complex transformations.

AI & Digital Innovation

- **Conceived and led team to launch CareerSpark:** AI-powered career development platform serving 16,000+ associates. Managed contractors and cross-functional partners through full lifecycle from concept to enterprise deployment, including prompt engineering, user experience design, and change management strategy.
- **Drove adoption at scale:** Presented to 1,500+ associates through webinars, town halls, team meetings, and one-on-one coaching sessions. Integrated platform into TIAA University enterprise learning portal. Goal wasn't just access. It was active usage for career navigation and development.
- **Virtual Career Fair Innovation (2020):** When pandemic eliminated in-person career events, saw opportunity to solve long-standing inequity. Previously, only associates at major offices (Denver, Charlotte, NYC) could attend. Regional and smaller offices were excluded. Designed and launched interactive virtual platform reaching 800+ associates (700+ in first week) across all locations. Regional associate: "I felt included for first time, not as a second thought." Solution replicated by 3+ teams, becoming model for equitable virtual engagement.
- **Recognition:** Named "Face of TIAA" Values VIP (September 2025)—one of only 4 recipients company-wide. Client Services Values Champion (2025).

Enterprise Workplace Transformation

- **Denver Consolidation (2023-2024):** Led transition of 700 Client Services associates from traditional seating to hoteling model. Reduced footprint by 44% (5 floors vacated). Served as primary liaison across Global Corporate Services, Workplace Services, IT, Facilities, and HR. Managed change people didn't choose with respect and clarity, and it went much smoother than expected.
- **Frisco Corporate Center Opening (2024):** Managed transition for 500+ associates: led Lewisville office refresh (12 digital displays) during pandemic, then led planning, communication, and move to new 15-story Frisco corporate center, earning "Change Champion" recognition.
- **Charlotte Campus Transformation (2022-2024):** Led workplace experience for return-to-office: Welcome program (6 tour events) and campus restack.

Associate Development & Culture

- **Skills of the Future Program (2024):** Conceived and developed learning portal focused on critical skills for Client Services organization. Led team of 7 to create 5 curriculums with 12-17 modules each. Launched engagement plan using Microsoft Viva Engage community and organization-wide communications. Reached 890 unique visitors, 1,156 Viva Engage views.
- **Recognition Program Leadership (2019-2025):** Administered Client Services R&R program with \$250K-\$300K annual budget. Drove 306% increase in recognitions (2020-2021). Client Services responsible for 44% of all CS&T recognitions (2023) and 34% of all company-wide recognitions (2021). Named Recognition Champion for TIAA.
- **Created virtual career fair for Client Services (800+ associates) and enterprise-wide Product Expo during pandemic shutdown:** Enabled connection and visibility when in-person events were impossible.

Product Leadership & Enterprise Solutions Architect

2000 – 2011

Pearson Performance Solutions / Vangent, Inc.

Leading global provider of human capital management, enterprise technology solutions, and talent services for Fortune 500 clients

- **Sales Engineering:** Served as technical expert supporting ATS sales to enterprise and government clients, including Department of Commerce (2010 Census hiring) and Extra Space Storage, translating complex platform capabilities into client-specific solutions
- **Product Leadership:** Directed enhancements to automated recruiting solutions reducing client hiring costs 50-80% and improving speed-to-hire 50%+; managed product roadmap for enterprise LCMS serving multiple business lines
- **Enterprise Solutions:** Led design and deployment of enterprise learning content management systems (LCMS) and talent acquisition platforms; partnered with Fortune 500 clients (Unilever, Bank of America, Verizon Wireless) globally to deliver custom training and technology solutions
- **Strategic Consulting:** Consulted with enterprise clients across industries on workforce readiness, talent acquisition strategy, and technology implementation; managed cross-functional teams through complex multi-year engagements

LEADERSHIP CAPABILITIES

Strategic Leadership: AI Adoption Strategy | Organizational Change Management | Workplace Transformation | Talent Development Strategy | Culture & Engagement | Executive Stakeholder Management | Cross-Functional Team Leadership

Operational Excellence: Budget Management (\$250K-\$300K) | Program Design & Delivery | Vendor Management | Project Management | Data-Driven Decision Making | Performance Metrics & Analytics

Technical Expertise: AI Platform Development | Learning Management Systems | Workplace Technology | Prompt Engineering | User Experience Design | Digital Transformation

EDUCATION & RECOGNITION

Master of Science, Instructional Technology – Bloomsburg University of Pennsylvania

Bachelor of Arts, Art (Commercial Art) – Millersville University of Pennsylvania

Awards: "Face of TIAA" Values VIP (2025, top 4 company-wide) | Values Champion (2022, 2025) | Change Champion (2024, 2025) | Denver Leadership Council