

JOSEPH "JOE" POINTER

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

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PROFESSIONAL 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) for conceiving and launching CareerSpark, an AI-powered career development platform serving 16,000+ associates. Expert at making complex change feel intentional rather than imposed.

PROFESSIONAL EXPERIENCE

Director, Workplace Experience & Associate Engagement

2011 – Present

TIAA (Fortune 100 Financial Services)

Led enterprise initiatives impacting 16,000+ associates. Managed \$250K-\$300K budgets. Built cross-functional coalitions to drive adoption at scale.

- **AI Platform Innovation:** Conceived and launched CareerSpark AI-powered career platform serving 16,000+ associates. Led enterprise adoption via webinars, town halls, coaching. Integrated into TIAA University learning portal. Named "Face of TIAA" Values VIP (Sept 2025 – top 4 company-wide).
- **Enterprise Transformation:** Led workplace transformations: Denver (700 associates, 44% footprint reduction), Frisco (15-story, 500+ associates), Charlotte. Managed transitions to hoteling. Managed \$250K-\$300K budgets. Drove 44% of Client Services recognitions (2023).
- **Pandemic Innovation:** When COVID eliminated in-person career events, designed virtual career fair providing access for 800+ associates across all locations. Previously, only major office locations hosted events. Regional associates were systematically excluded. Solution replicated by 3+ teams enterprise-wide.

Product Leadership & Enterprise Solutions

2000 – 2011

Pearson Performance Solutions / Vangent, Inc.

- Advanced through five roles during mergers and integrations, adapting to evolving business needs
- Directed enhancements to recruiting solutions reducing client hiring costs 50-80% and speed-to-hire 50%+
- Led design and deployment of enterprise LCMS and talent acquisition platforms
- Partnered with Fortune 500 clients (Unilever, Bank of America, Verizon) globally to deliver training and technology

CORE CAPABILITIES

Leadership: AI Adoption Strategy | Organizational Change Management | Workplace Transformation | Talent Development | Culture & Engagement | Budget Management (\$250K-\$300K) | Cross-Functional Collaboration

Technical: AI Platform Development | Learning Management Systems | Workplace Technology | Data-Driven Decision Making | Project Management | Vendor Management

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) | Values Champion (2022, 2025) | Change Champion (2024, 2025)