

JOSEPH POINTER

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

Director-Level Leader in AI Adoption, Workplace Transformation & Organizational Change

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EXECUTIVE PROFILE

Most transformations fail at adoption. I design and lead enterprise-scale initiatives where systems, workplaces, and AI tools are built with humans at the center, so change feels intentional, not imposed. At TIAA, I conceived and launched CareerSpark, an AI-powered career platform that's now integrated into the enterprise learning portal. I've led workplace transformations affecting 700+ associates (44% footprint reduction) and culture programs driving 395% increases in engagement.

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). Administered recognition program (~\$500K budget). 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 now serving as the primary career tool for the organization. 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:** Reached 1,500+ associates through live sessions including town halls, team meetings, and one-on-one coaching. 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 major offices (Denver, Charlotte, NYC) hosted events, excluding regional associates. Designed and launched virtual platform reaching 800+ associates across all locations. Regional associate: "I felt included for first time, not as a second thought." Solution replicated by 3+ teams.
- **Recognition:** Client Services Values Champion (2025). CareerSpark adoption exceeded projections, reaching 1,500+ associates through live sessions including town halls and coaching.

Enterprise Workplace Transformation

- **Denver Consolidation (2023-2024):** Led transition of 700 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.
- **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.
- **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 ~\$500K annual budget. Drove 395% increase in recognitions (2020-2021). Client Services responsible for 44% of all company-wide recognitions (2023), up from 34% (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 (~\$500K) | 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 (2025) | Denver Leadership Council