

Jason Elwart

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PROFESSIONAL SUMMARY

Transformation and Change Delivery Leader with 25+ years of experience designing and executing end-to-end change strategies for complex, cross-functional enterprise initiatives. Proven track record translating business objectives into clear, actionable adoption plans, building executive-ready communications, and driving measurable outcomes across concurrent transformation programs. Known for being equally comfortable in the strategy session and in the weeds of execution alongside the team. Career-long early adopter of emerging technologies including AI-powered tools and agentic workflows, actively applied to accelerate program delivery today. I don't just show up, hand over a plan, and disappear — I stay in it until the change is real.

CORE COMPETENCIES

- ▶ **Change Strategy & Execution:** End-to-end change plan design, stakeholder adoption, communications strategy, impact and readiness assessments, go-live coordination, adoption tracking.
- ▶ **Transformation Program Leadership:** Multi-initiative portfolio management, cross-functional alignment, governance frameworks, executive reporting, RAID management, concurrent program delivery.
- ▶ **Stakeholder Engagement:** Executive-ready presentations, working session facilitation, leadership alignment, influence across organizational levels, trusted advisor relationships.
- ▶ **Enablement & Communications:** Change communications drafting and review, enablement materials, transformation narrative ownership, go-live calendars, bundled release coordination.
- ▶ **AI & Emerging Technology:** Agentic AI workflows, AI research agents, meeting intelligence; LinkedIn Learning Certificate in Generative AI (April 2026); career-long early adopter of emerging technology.

TRANSFORMATION & CHANGE HIGHLIGHTS

Throughout my career I have led transformation initiatives end-to-end — from strategy through execution, adoption, and outcome measurement. The examples below reflect the breadth and depth of change delivery work I have owned.

- ▶ **Vendor Crisis Recovery & Change Governance (HRiA):** Inherited a program in full crisis. Conducted a current-state assessment, redesigned governance from scratch, designed and enforced a comprehensive Performance Improvement Plan, built stakeholder communication cadences including bi-weekly steering check-ins, and drove progressive adoption of new process standards until delivery was fully restored. Produced executive-ready risk assessment and strategic recommendation for leadership.
- ▶ **Data Integration Change Management (GBQ Partners):** Led change enablement for a multi-phase initiative that eliminated manual double-entry workflows across disconnected systems. Built a Power BI dashboard giving leadership real-time visibility into 200+ active initiatives, compressed planning cycles using AI research agents, and managed cross-functional team alignment through every phase of delivery.
- ▶ **PMO & Organizational Change (Jackson Dawson):** Worked directly with the CIO to design and launch the agency's first PMO — a significant organizational change for an 800-person global agency. Built the playbooks, governance frameworks, intake processes, and communication standards that formalized how the organization managed technology delivery. The PMO continues to operate today.
- ▶ **Platform Transformation & Adoption (Bronco Nation):** As Product Owner, drove a multi-year Azure migration and CMS rebuild while managing stakeholder adoption across creative, community, social, and engineering teams. Helped scale membership from 12,000 to 100,000+ as part of a collaborative cross-functional effort.
- ▶ **Enterprise Streaming Rollout & Change Enablement (GM Product Source):** Led change management for a nationwide shift from physical DVD distribution to a 24/7 streaming platform across 1,500+ GM dealers. Managed vendor governance, communication plans, and adoption enablement across a multi-year rollout.

PROFESSIONAL EXPERIENCE

Talencrowd | Senior Technical Consultant

Columbus, OH (Remote) | August 2025 – Present

Transformation and change delivery lead for enterprise client engagements, specializing in process improvement, data integration, and vendor governance.

Client: GBQ Partners (Financial Services – Columbus, OH)

- ▶ **Change & Adoption Leadership:** Led stakeholder adoption of a multi-phase FiveTran/Snowflake data integration, eliminating manual double-entry workflows and driving measurable improvement in data accuracy and team efficiency.
- ▶ **Executive Visibility:** Built a custom Power BI dashboard for project intake tracking, giving leadership faster, clearer access across 200+ active initiatives.
- ▶ **AI-Augmented Delivery:** Integrated AI tools into daily program workflows including agentic research agents and meeting intelligence, compressing planning tasks and accelerating stakeholder deliverables.

Client: Health Resources In Action (HRiA) (Public Health – Boston, MA)

- ▶ **End-to-End Change Execution:** Designed and enforced a comprehensive Performance Improvement Plan that restructured governance, standardized reporting (Asana/Jira, burn-down tracking), and introduced bi-weekly steering check-ins. Drove progressive vendor compliance and fully restored program delivery.
- ▶ **Executive Communications:** Produced an executive-level platform review assessing program risks and strategic recommendations — delivered directly to client leadership.

Jackson Dawson (Global HQ) | Progressive Transformation & IT Leadership

Dearborn, MI | May 1999 – August 2025

26 years of progressive leadership at a global 800-person automotive marketing agency — leading transformation programs, change management, and technology delivery for Ford, GM, Lincoln, and Genesis.

Director of IT Solutions / Technical Product Owner | 2018 – August 2025

- ▶ **Transformation & Change Strategy:** Directed technology strategy and change enablement for the Lincoln Experience Center — a flagship multi-vendor transformation program. Managed stakeholder alignment up to the President of Lincoln, coordinated go-live planning, and personally demonstrated the full technology suite at the client launch event.
- ▶ **PMO & Governance Design:** Worked with the CIO to establish the agency's first PMO. Built playbooks, governance frameworks, intake processes, and operating rhythms from scratch. Grew and led a 43-person development team. Owned the full IT budget across multiple concurrent OEM programs.
- ▶ **Platform Adoption & Scale:** As Product Owner for Bronco Nation, led a multi-year cross-functional transformation program, managing concurrent creative, social, and technology workstreams. Helped scale the platform from 12,000 to 100,000+ members.

IT Director | 2003 – 2018

- ▶ **Multi-Program Change Delivery:** Managed concurrent transformation programs across GM, Ford, and other OEM clients, overseeing stakeholder alignment, communications, vendor governance, and adoption through full delivery lifecycles.
- ▶ **GM Product Source — Nationwide Change Rollout:** Led change management for the shift from physical DVD distribution to a 24/7 streaming platform serving 1,500+ GM dealers. Coordinated communications, vendor governance, and adoption enablement across a multi-year program.
- ▶ **Truth About Trucks:** Replaced DVD-based Ford Truck dealer presentations with an interactive touchscreen sales and self-discovery tool deployed across the dealer network.
- ▶ **Vendor Strategy:** Sourced, negotiated, and managed ongoing vendor relationships across all major programs, including third-party risk assessment in partnership with the security team.

Systems Administrator | 1999 – 2003

- ▶ **Foundation:** Built the organization's first call center, led infrastructure migration from UNIX to Windows NT 4.0, and helped secure the agency's first digital services contract.

TECHNICAL SKILLS & TOOLS

- ▶ **Program & Change Management:** Agile, Waterfall, Hybrid; RAID management; PMO governance; change communications; stakeholder adoption planning; go-live coordination.
- ▶ **Data & Reporting:** Power BI, Snowflake, FiveTran, HubSpot CRM, Workday, Microsoft Office Suite (Excel, PowerPoint, Visio).
- ▶ **Collaboration & Tracking:** Asana, Jira, burn-down tracking, intake management, cross-functional dependency coordination.
- ▶ **AI & Emerging Technology:** Agentic AI workflows, AI research agents, meeting intelligence, Microsoft 365 Copilot, responsible AI practices; AI for Managers by Microsoft & LinkedIn (April 2026); Career Essentials in Generative AI by Microsoft & LinkedIn (April 2026).

EDUCATION & PROFESSIONAL DEVELOPMENT

- ▶ **Google Project Management Professional Certificate** — Coursera (In Progress, est. completion May 2026)
- ▶ **AI for Managers by Microsoft and LinkedIn** — Microsoft & LinkedIn Learning Certificate, April 2026
- ▶ **Career Essentials in Generative AI by Microsoft and LinkedIn** — Microsoft & LinkedIn Learning Certificate, April 2026
- ▶ **Baker College** — Coursework in Business & Technology
- ▶ **CNA Certification (Certified Novell Administrator)** — Novell Networks
- ▶ **Industry Conferences:** 12+ CES events, Digital Signage Expo, NRF (New York), Dell World (Austin) — evaluating emerging technologies and translating innovations into client recommendations.