

# JOSEPH "JOE" POINTER

Director of Transformation & AI Adoption | Strategic Leader in Career Development and Workforce Strategy

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## PROFESSIONAL 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. Director-level leader in AI adoption, career development, and workplace strategy at Fortune 100 scale, recognized as a "Face of TIAA" (top 4 company-wide) for conceiving and launching CareerSpark, an AI-powered career platform serving 16,000+ associates.

## 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)