

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 (Fortune 100, \$1.6T AUM), I conceived and launched CareerSpark, an AI-powered career platform serving 16,000+ associates, leading the full lifecycle: responsible AI guardrails, cross-functional coordination, stakeholder engagement, and hands-on delivery. 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.
- **Enterprise AI Adoption at Scale:** Built multi-channel adoption strategy for an AI workforce augmentation tool, reaching 1,500+ associates through town halls, team sessions, and coaching. Measured active usage, not just access. Partnered with learning and communications teams to drive AI readiness and literacy.
- **Responsible AI & Governance:** Partnered with Risk & Compliance and Legal to define what CareerSpark could and couldn't do before launch. No associate data stored on company servers, no AI-initiated actions. Built guided prompt frameworks that keep humans in control.
- **Hands-On Technical Delivery:** Built the CareerSpark Manager Guide using Amazon Q in one week (vs. months traditionally). Practical fluency with build, buy, and blend decisions for AI solutions.

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 built digital learning platform for Client Services. Led team of 7 to develop 5 curriculum tracks (12-17 modules each). Deployed to SharePoint with engagement efforts using Viva Engage and enterprise communications. Reached 890 unique users and 1,156 community 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.
- **Virtual Platform Innovation (2020):** Designed and launched virtual career fair reaching 800+ associates across all locations when COVID eliminated in-person events, solving a long-standing equity gap where only major offices had access. Adoption model replicated by 3+ teams enterprise-wide.

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

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 | Responsible AI Governance | Generative AI (Amazon Q, Claude, Prompt Engineering) | Agentic AI & Autonomous Workflows | Learning Management Systems | Workplace Technology | User Experience Design | Digital Transformation | Independent AI Projects (Future Me, Answered: agentic career decision platform built with Claude, Next.js, Vercel AI SDK)

EDUCATION & RECOGNITION

Master of Science, Instructional Technology – Bloomsburg University of Pennsylvania

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

Certifications: Google Generative AI for Leaders | Lean for Financial Services, TIAA (inaugural graduating class)

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