



**LAUREN PATRICK**  
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## **SUMMARY**

**Organizational Change Management Practitioner** specializing in change strategy and planning, organizational impact identification and mitigation, stakeholder analysis, change adoption, resistance management, communications, education and learning. Complementary skills include workshop facilitation, program governance, team effectiveness, negotiation and project management. Change management and transformation consulting experience, spanning across various industries including Retail, Agri-business, Life Sciences, Bio-technology, Financial Services, Oil & Gas, Manufacturing, Automotive and the Public Sector. MBA from Kellogg School of Management. BA from Yale University. Fluent in French.

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## **ESPRIT CONSULTING, INC**

**Independent Change Management Consultant**

**2018 - Present**

Strategic and tactical change management consulting and execution, strategic planning and project management for complex business initiatives across industries. Focus areas include:

- Development and execution of tailored change, communications and training strategies and definition of key activities to support full adoption
- Collaboration with project teams to support an integrated approach to change execution within a cross-functional, diverse environment
- Creation and deployment of adoption metrics, custom learning programs and course corrections

## **CAPGEMINI US, LLC**

**Assistant Director, Marketing/Sales Enablement and Go-to-Market Strategy**      **2017 - 2018**

Managed branding, marketing sales enablement and demand generation activities for a diverse sector portfolio, including Energy, Utilities, Agriculture, Transportation, Natural Resources, Chemicals and Professional Services sectors.

- Drove branding and client development initiatives, including creation and execution of custom thought leadership, digital marketing campaigns and sector-specific initiatives designed to generate new business leads and delight existing customers
- Led sales bid process (i.e. responses to RFPs, RFIs) and delivered specialized training for the sector's Business Development Executives and Client Partners on effective use of in-house sales and marketing tools.

## **CAPGEMINI US, LLLFORT LAUDERDALE, FL**

**Managing Consultant, Organizational Change Management**

**2007 - 2017**

### **Selected Consulting Engagements**

#### **Change, Communications and Learning Consultant**

Advised executive leadership and business leads on OCM strategy, change readiness, communications and learning efforts for a business and cultural transformation involving sales and operations employees across 50 states.

- Employed structured change management methodology to design and implement change program
- Guided the development of impactful change and communications campaigns and messages based on the company's change objectives

- Facilitated sessions with Business stakeholders to identify change impacts to internal and external audiences. Provided recommended mitigations to leadership
- Implemented a Change Network as key change and communication vehicle for internal stakeholders; but also supported project with holistic approach that included design and development of print media, presentations, videos, and recorded demonstrations
- Developed learning plan, audience-specific curriculum, course outlines and role specific learning content (quick reference guides, process overviews, business scenarios, case studies, and exercises)

### **Global Learning Manager**

Responsible for developing and managing learning strategy and plan, curriculum, course design and material development for a company-wide transformation of 40+ business processes, impacting 300 employees across 20 departments. Managed project plan, budget, and hiring for all resources.

- Designed and developed a customized learning plan, curriculum and materials to address behavior, mindset, process, system, information, and role & responsibility changes.
- Developed assessments by role to measure retention of new competencies and monitored overall adoption of new tools and processes through creation of key adoption and success metrics.

### **Program Adoption Lead**

Responsible for supporting learning, communication and adoption for a nationwide dealer pilot program introducing new processes and technology.

- Conducted train-the-trainer and end-user learning sessions for field and dealership personnel in preparation for a program rollout to 4000+ locations
- Developed adoption metrics. Collaborated with client stakeholders and project team to incorporate stakeholder feedback and adoption metrics into change management plans, resulting in numerous enhancements and successful adoption

**JPMORGAN CHASE & CO**  
**Assistant Vice President, Global Custody Division**

**BROOKLYN, NY**  
**2001-2005**

- Supported a 30-person sales team with the development of client-focused, solutions-oriented new business proposals generating approximately \$18M in annual sales. Client portfolio included Dell, Fidelity, and NY Teacher's Retirement Fund.
- Forged strong relationships with subject matter experts in accounting, securities lending, client relationship management, operations, and technology to review proposals within strict timelines. Resulted in high quality deliverables and a 100% on-time delivery rate.
- Promoted twice during tenure in the unit and received two recognition awards.

### **EDUCATION**

**KELLOGG SCHOOL OF MANAGEMENT**  
**MBA, Marketing & Strategy**

**EVANSTON, IL**  
**June 2007**

**YALE UNIVERSITY**  
**BA, History**

**NEW HAVEN, CT**  
**May 2000**

**Certifications:** Capgemini OCM Methodology, Capgemini Technology Consulting, Engagement Management Certification - Project Management Certification