Mary Verrone, Advanced Prosci, PMP, MBA, MS-IS

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Senior Change Manager
Drives User Adoption Through People Side of Change | Project Adoption Through Strategy

Provides increased profit/cost reductions through large scale transformational change, increasing adoption while reducing resistance. Strong relationship management-oriented professional with 18 years of global organization-wide process improvement and management experience. Learn more about me through my blog and video.

- **Change Management Strategist**
- **Artificial Intelligence (AI)**
- **Change Management Implementation**
- **Large Scale Initiatives**

BUSINESS EXPERIENCE

Johnson & Johnson through INSIGHT GLOBAL, Raritan, NJ   **03/25/24 – 06/28/24**

OCM Change Lead – IT End User Services

- Led OCM Implementation on MS Intune's mobile device protection for 57K+ devices. Faced resistance from 4K devices with outdated versions. Achieved 67% adoption rate before launch.

- OCM and PM Lead for IT global enterprise-wide initiative on reducing contacts to Service Desk Agents, by providing quality training information for people to solve their IT issues easily on their own (e.g., PC Cloud / virtual machines).

Bristol Myers Squibb (BMS) through SUNRISE SYSTEMS, Madison, NJ   **02/06/23 – 12/22/23**

R&D Business Capability Change Manager Consultant

- Created and executed change management strategy for a CEO-driven, enterprise-wide R&D dashboard. Achieved 95% adoption in 4 months.

- Identified and addressed potential risks to Google AI document acceleration project, focusing on clinical protocols, helping to hit the projected employee 98%-time savings from average of 27 days to hours, by focusing on the user's end-to-end process as (1) we learn Google Tech and (2) users reformat documents from Google WS to MS Office.

- Change Manager for 10 projects, 8 of them AI projects. Training strategy risks raised on poor development.

AbbVie through SPECTRAFORCE, Raleigh, NC   **03/08/21 - 02/03/23**

IT Senior Organizational Change Management Consultant

- Designed overall strategy, plans, designs and approach for 11 large-scale strategic change management programs.

- Introduced groundbreaking adoption dashboards to measure end user adoption and drive early decision making.

- Worked with Microsoft to design and implement enterprise-wide Teams Live Polling Training course.

- Strong change plans resulted in 89% adoption rate in 3 months on an IT Zoom to Outlook Add-in project, 50K users.

- Projects included a site divestiture and global site moves from recent acquisitions.

- Led global Teams Voice Calling program for 100+ locations. Introduced team to the value of UX teams.

ADVANCEMENT STRATEGY CONSULTING, New York, NY   **05/18/20 - 02/17/21**

Director IT Organizational Change Management Consultant

- Designed Global Change Management Center of Excellence (COE) in client's Data & Analytics Team for 1.6K people across 29 countries to drive adoption by collaborating COE adoption of Prosci's Best Practices. Resulted in consistent strategies to turn around low adoption projects.

- Built strong Change Plans with organizational and project assessments, change readiness, refining charters, stakeholder analysis and As-Is/To Be impact analysis. Results included strong Sponsors, Communications, Training and Change Networks for 30% adoption increase in 6 months.

SPINNERET CONSULTING, Madison, NJ   **06/20/19 – 05/15/20**

Director IT Change Management & Business Strategy
- Led change management initiatives to grow market share through improved digital marketing.

MARS, Mount Olive, NJ   **02/04/01 – 06/19/19**

Global IT Change Manager, Planning & Operations, Delivery Excellence Shared Services (**10/2016-06/2019**)
- Oversight of strategic Deployment projects and annual $20 million Americas vendor budget. Led business change initiatives, process improvements, and governance globally for all segments, supporting 250+ adopters.

- Transformed global IT Pet Segment's demand and supply Iterative Business Planning process and tools, enabling collaborative decision making with adopter groups using Prosci & ADKAR change techniques, user readiness assessments and adoption metrics. Enabled hundreds of stalled projects to get resourced 100 times faster.

- Reduced costs by $2.4 million over 2 years by assessing, designing, and coordinating Americas financial vendor review strategy for 3rd party cost reduction initiative based on extensive research and analysis.

- Identified ability-blocking technology, created change management strategy and implementation plan, leading team to create a tool, communications, and training, resulting in 75%-time savings for end-users. Resulted in $675,000 savings over 1 year, called "3 Min or Less".

- Led creation of Presentation & Leadership program, recruited the MGS President as Sponsor, prepared communication plans, formed a leadership team, implemented feedback mechanisms, and maintained a holistic and integrated strategy for change across the program to sustain adoption and drive engagement.

Change Leader, Trainer, Process & Project Manager, Business Operations & Initiatives (**06/2015-10/2016**)
- Achieved top customer satisfaction results of 98% by designing and implementing suite of problem solving and decision-making learning programs for team of 25 project managers that execute brand projects. With these capabilities, the team managed 3 times as many projects in one-third of the time vs. prior years.

- Overhauled brand portfolio process and saved over 70 days in non-value-added work for project teams working on new innovative products, through thought partnership with VP of Business Operations.

- Aligned global competencies for Project Managers, resulting in driving innovation projects forward, improved leadership, and collaboration as a global team. Previously, there was no aligned job competency framework or structured training models, which caused confusion, lack of training, and low engagement.

Sr. Innovation Project Manager, TWIX® & DOVE®, Business Operations & Initiatives (**06/2012-06/2015**)
- Doubled Sales expectations, leading the DOVE® Fruit Product Launch and generating $80 million in Year 1.

- Created cost savings through efficiency for all global project teams by recommending TWIX® PB Recipe Change "Lessons Learned" issues to President's team, creating new role to manage logistics for international projects.

Capital Appropriations Portfolio Manager, Engineering & Supply (**06/2009-06/2012**)
- Managed North America's $340M capital projects portfolio. Oversaw delivery of 1,300 capital projects.

- Delivered 3 Year Capital Forecast to 80 stakeholders (including Family, CEO, and Senior Leaders) by coordinating efforts with Engineers, IT, Marketing, and Finance personnel, gaining future year's project funding.

- Engaged 200 project teams to successfully meet Capital & Expense targets annually.

- Increased forecast accuracy by 95% by analyzing project forecasts and trends, identifying inaccurate data, and had team switch from Excel to an automated process, using adoption metrics to monitor progress.

PMO Change Manager, Supply (**06/2008-06/2009**)
- Led Change Management efforts to avoid implementation failure of SAP, (Hershey missed Halloween) and ensured contingency plans for 62 risks with 75 business owners, resulting in smooth SAP ERP implementation.

Information Delivery, Metrics & Trade Funds Manager, Sales **(02/2005-06/2008)**
- Turned dysfunctional team of analysts into top performing team. Coached team on change management, resulting in Gallup scores going from 3.01 to 4.58 Grand Mean and Follow Through going from 3.39 to 4.73. Received "Top 25 Manager Award" and "Make the Difference Award Nomination".

- Started the first Mars Toastmasters Presentation Training Group (Sweet Talkers), sponsored by Mars. Enlisted President and Senior Executives to kick off and had 81 people on the waitlist. Enabled employees to improve their public speaking skills. Achieved "Distinguished Club" in first year. Program still exists as of 2023.

Global Sales Volume Planning Project Manager, Sales **(08/2002-02/2005)**
- Global Business Project Manager for implementing new sales CRM volume planning globally, from requirements gathering to roll-out.

- Moved up Mars Chocolate US Sales Bonus Payouts by 1 month, engaging Sales, as part of new Siebel CRM processes, to 3,000 users. This change did not happen until after the project launched. My first realization that users needed people to stay to help ensure adoption happens post go-live.

IT Business Analyst, IT **(02/2001-08/2002)**
- Supported US Treasury & Benefits Group, gathering Current State analysis for switching from a Pension Retirement Plan to a 401K Retirement Plan.

EDUCATION

FLORIDA INSTITUTE of TECHNOLOGY, **Master of Science (MS),** Management of Information Systems, Melbourne, FL
09/2001 – 08/2003
FLORIDA INSTITUTE of TECHNOLOGY, **Master of Business Administration (MBA)**, Melbourne, FL
03/1996-12/1998
STOCKTON UNIVERSITY, Bachelor of Arts (BA), Marketing, Pomona, NJ

09/1986 – 05/1988

PROFESSIONAL DEVELOPMENT

Advanced Prosci Change Practitioner, March 2023, Renews June 9, 2025
LaMarsh Change Practitioner Certification, 02/2022
Prosci Change Management Certification, 10/2019
Design Thinking for Innovation Certification, 06/2019 – Credential # C7X5S7FXMSK5
PMI Project Management Certificate (PMP), 2018 - Credential #2155510, Expires 2/19/2027
Lean Six Sigma White Belt – 12/2019
Toastmasters (DTM Presentation Certification), 9/2015

AWARDS & ASSOCIATIONS
"Top 25 Line Manager" for Engagement
Make the Difference Award Nominee: "DOVE Fruit Launch"
Gallop Team Engagement Award for Highest Engagement in Global Supply Dept.