

JANE AZZINARO

Amsterdam, Netherlands | Work & Resident Visa Holder | U.S. Citizen

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SUMMARY

A highly accomplished and results-driven senior global digital transformation professional with vast expertise in large-scale transformations, business development, project management, and insights-driven consultations. Established capabilities in strategic planning, program management, change management, executive presentations, sourcing, and vendor management. Utilizes exceptional interpersonal and communications skills to guide and develop associates and liaise with cross-functional departments. An analytical and diligent top performer who delivers efficiency and continuous improvement for an organization.

**Executive Engagement | Change Management | Project Management | Program Management | Data Analytics |
Process Optimization | Relationship Development | Risk Assessment | Cost Improvement |
International Stakeholder Management | Operating Model Transformation | Digital Business Models**

EXPERIENCE

KEARNEY, Washington, D.C.

Senior Manager, Digital & Analytics, 2022-2024

Senior Associate, Digital Transformation, 2021

- Led account team to cultivate and manage \$10M in leads, converting \$6M due to deep senior hi-tech client relationships.
- Oversaw mega supplier strategy development for high-spend IT professional services suppliers, identifying \$50M in run rate savings for critical procurement initiative for hi-tech client.
- Analyzed third-party legal spend for hi-tech client, revealing \$50M demand management opportunity, with President immediately implementing initiatives to begin value capture.
- Designed and provided oversight of enterprise transition management office for vendor application transition (350), tracking \$70M cost savings for insurance client.
- Tested and designed external spend governance for telco client's procurement function, resulting in enhanced operating model and playbook, with client automating new processes and beginning integration with finance and systems.
- Guided strategic sourcing and mega supplier negotiations and subsequent contracting in partnership with procurement and legal for IT-related services for multiple clients.
- Directed DC Women's Network, organizing and leading initiatives (e.g., donations for domestic violence shelter) and events to support female employees and locally women-owned businesses.

COGNIZANT CONSULTING, Washington, D.C.

Manager, Transformation Management, 2021

Senior Consultant, Digital Strategy & Organizational Change Management, 2019-2021

- Mobilized, staffed, and managed three-year roadmap for global talent transformation initiatives directly impacting 250K associates in 50 countries for technology client.
- Advised HR SVP; constructed robust readouts for Board of Directors and C-suite on confidential funding proposals of over \$30M and competitive analyses to inform strategic investment decisions.
- Created strategies, plans, and templates for consistent approach, branding, and reporting of initiatives, providing recommendations for additional value creation and enhanced employee experience.
- Crafted executive-level readouts on program-level status, project milestones, and risks and impacts across four projects.
- Headed operational readiness team of ten, driving all strategic change activities for core project impacting 4,000 back-office users through four successful go-lives for payer/provider client.
- Guided development of Center of Excellence delivery model to leverage, integrate, and deploy capabilities on platinum-level account, identifying five resources for staffing to support payer/provider client.
- Designed enterprise-level mapping and tracking tool for 1,400 end users' data literacy needs for rollout of eight new applications to support data governance for payer/provider client.
- Led cross-practice team to develop go-to-market offering, playbook, and data-driven assessment for end-to-end transformations, resulting in sales of \$1.2M across industries.
- Created global service line operating model, maturity diagnostics, and consulting frameworks and playbooks for GTM delivery, generating new business.

J. AZZINARO CONSULTING, LLC, Silver Spring, Maryland

Principal Consultant, 2016-2020

- Reinvigorated small and medium-sized businesses' approach to digital marketing, providing foundational strategies for clients to become self-sustaining.
- Assessed six existing multi-channel marketing tactics to increase three-year business growth, resulting in recommendation to increase operational efficiency before new investment to increase ROI for transportation client.
- Reviewed seven business systems to streamline marketing and financial processes, decreasing risk.
- Proposed organizational redesign of ten employees based on stakeholder interviews and corporate limitations.

DELOITTE CONSULTING LLP, Rosslyn, Virginia

Summer Associate (Senior Consultant), Strategy & Operations, 2018

- Researched and organized comprehensive data on existing client programs for proposal effort.
- Studied feasibility of standardized domestic absentee vote-by-mail envelopes across all states and localities.
- Created business case for application of new identity services solution by audience for federal agency.

GLOBAL CONSULTANTS, LLC, Hanover, Maryland

Digital Marketing Manager, 2013-2016

- Increased installed business from web leads by over \$8M in less than three years, accounting for 35% of annual revenue.
- Spearheaded two successful campaigns for positive online reviews and higher email capture rates.
- Organized and optimized pay-per-click campaigns with budgets in excess of \$25K per month. Established, maintained, and cultivated social media presence.
- Designed and implemented custom reputation management procedures to improve corporate image across platforms.

CONSULTING EXPERIENCE

M.B.A. Consultant – part of courses and paid roles, 2017-2019

- Provided strategic and data-driven recommendations through teamwork and client partnerships.
- Coached 20 M.B.A. students to consult for three clients over five months, Berlin, Germany.
- Evaluated technology strategy and AI use case identification for Attain Partners, McLean, Virginia.
- Designed market entry and growth strategy for Founding Farmers Restaurant Group, Washington, D.C.
- Delivered benchmarking strategy for county Arts and Industrial District creation, Arlington, Virginia.
- Assessed operations and technology strategy for TBC Insurance, Project Lead, Tbilisi, Georgia.
- Created foreign direct investment assessment for Siemens Limited, Technology Lead, HCMC, Vietnam.

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, Washington, D.C., **M.B.A.**, 2019

UNIVERSITY OF MARYLAND, ROBERT H. SMITH SCHOOL OF BUSINESS, College Park, Maryland, **B.S., Marketing**

BOARD AFFILIATION

Alpha Kappa Psi: Fraternity Board of Directors, **Chair**, 2021-Present

Define strategic direction, planning, and governance for 230K members and ~\$10M assets

PUBLICATIONS

"How in-house legal teams can start using generative AI to capture value," Kearney, 2023

"The secret to a successful digital transformation is talent, not tools," Kearney, 2023

"Are 'big law' firms ready for a makeover," The Hill, 2019

"Where Law Firm Partners Go When Changing Jobs," Law360, 2019

LANGUAGES

English – Native; French – A1