



Bryan M. Johnson

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[LinkedIn Profile](#)

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Innovative Business Strategist, Product Owner, & Digital Technology Executive:

Results oriented, business focused strategist and creative entrepreneur, skilled in the identification and execution of growth opportunities. Experience improving business and ecommerce operations, processes, and product management. Proficient in establishing effective partnerships to grow and transform businesses. A recognized manager skilled at inspiring and motivating individuals/teams to be successful. Proven hands-on leadership driving results across diverse array of Fortune 100 B2C & B2B firms including Walt Disney, Nissan Automotive, IBM, United Health Technologies, The Hartford Financial Services Group, Sutherland Global Services, and Cigna.

Core Competencies:

- **Executive Leadership:** Thoughtful and engaging communicator with expertise in leading large-scale projects/programs with cross-functional teams of business leaders, creative staff, and vendor support
- **Proficiencies & Specialties:** Digital Strategy, Creative Direction, Business Development, Venture Capital, User Experience, Lead Generation, SEO, SEM, Channel Management, Multivariate Testing, CRM, VOC/VOB, Competitive Analysis, Data Analytics, Social Media, Mobile, Location Services, Content Creation, Multimedia
- **IT / Product Management:** Agile project development & delivery, Business Technology trends, ecommerce Operations, Project Management, Real-Time Customer Segmentation, Six Sigma process improvement, Web Analytics, Enterprise Risk Management with a focus in providing elite customer service.
- **Financial Analysis / Sales Operations:** Profit & Loss (P&L) optimization forecasting, Financial Analysis, Contract Negotiation, Budgeting and Deal Structuring
- **Results Orientation:** Cultivates team culture that leverages business drivers into practical results like Profitable Revenue, Margin Improvement and Satisfied Customers
- **Proven Innovator:** 3 separate patents in mobile, location-based services, social media

Professional Experience

CIGNA – Bloomfield, CT

2017 to Present

International Markets Strategic Program Director & Product Owner

2021 to Present

Effectively supports International Markets portfolio of work and collaborates with Business, Regional Product Owners, Technology, and other colleagues to support digital products & solutions from strategy through development.

- Liaison between Business & Technology liable for translating ideas into user stories & preparing development.
- Accountable for Envoy roadmap, work backlog, UI/UX strategy and enhanced reporting empowering business.
- Defined & established Mobile App support structure leveraging current enterprise resources & communications.
- Achieved 20+ successful production releases introducing minimal defects & resolving open defects quickly.
- Integrated Teladoc into of [Cigna Envoy](#), offering virtual healthcare & future elimination of [Cigna Wellbeing app](#).
- Introduced automation in regression testing to help improve overall stability & functionality of features.

International Markets Technical Product Owner

2019 to 2021

Leveraging Agile, meritoriously led technology replacement of [Cigna Envoy](#) (*including managing a global team*) to consolidating several complex systems into a single solution enabling streamlined product maintenance and quick access for international Customers, Clients, Brokers and Health Providers to manage healthcare accounts online.

- Replaced outdated technologies and processes enabling a single Salesforce platform to empower business to deliver ongoing enhancements reflecting on customer commitment to deliver continued improvements.
- Led implementation Single Sign-on (SSO) via Okta leveraging enterprise capabilities & improving registration.
- Leveraged reusable code assets developed for Envoy Member simplifying Envoy Client/Broker work.
- Defined & delivered post go-live stabilization/performance improvements resulting in 95% less service tickets.

Digital Strategy & Design Lead (*within Cigna's Creative Services marketing agency*)

2017 to 2019

Reported to the Executive of Cigna's Creative Services marketing agency, responsible for leading and continuously evolving a team of 10+ digital designers focused on delivering communications across a variety of media platforms and tactics. Representative in digital discussions and accountable for all output across internal and external clients.

- Effectively developed client proposals with ideas that display strategic ability to meet business needs.
- Established digital framework for agency that includes a collection of tools, code patterns, design templates, and application workflows used to create deliverables from strategy through execution.
- Collaborated with Cigna's digital leadership to develop first-ever "[Digital Experience Standards](#)" offering a consistent online experience through visual foundations, components, and templates.
- Led design and development of [Cigna's new proprietary learning platform](#); now being offered to Tailwind non-Cigna branded clients. Data confirms, average 81% completion rate.

SUTHERLAND GLOBAL SERVICES – Rochester, NY

2015 to 2017

Vice President of Digital Marketing, Strategy & User Experience

Direct report of Sutherland's Chief Marketing Officer (CMO) was responsible for establishing all digital experiences and outreach. Effectively managed portfolio of websites and social media properties in support of various Business areas. Developed business cases, influenced Executive funding decisions, and managed digital marketing budget.

- Oversaw creation of content, videos, photography, presentation/prototyping design, and influence marketing.
- Created strategy to achieve lead generation across geographies resulting in 20% increase of new business.
- Built then executed social media strategy consolidating overall footprint by 80%.
- Implemented enterprise social media mgmt. platform to create, launch and measure campaigns in real time.
- Refined corporate social media policy and designed employee-centric social media toolkit of best practices.
- Developed business case and received funding to led the redesign of Sutherland's corporate website resulting in 20% decrease in bounce rate, 30% improved time spent on website, and 15% increase in traffic.

THE HARTFORD FINANCIAL SERVICES GROUP – Hartford, CT

2005 to 2015

Director of Enterprise Digital Strategy, Mobile, Technology & Process Improvement

2011 to 2015

Successfully managed strategy team in support of business needs. Effectively managed multi-million-dollar budget, and eBusiness portfolio. Collaborated with Business and IT successfully delivered projects on time and within budget.

- Led implementation of Single Sign-on (SSO) across all Digital channels increasing registration rates by 60%
- Developed Connected Customer Experience strategy resulting in \$5M new premiums within first year
- Effectively led identification/implementation of SAAS solution combining Web, Social & Contact Center, offering unified cross-channel servicing for Customers yielding \$200K+ increase in premium the first year
- Re-engineered HR application process for candidates, recruiters, hiring managers by reducing time spent by 50%, eliminating paper and Mobile Optimizing the experience across all devices unique among Fortune 500
- Developed & Implemented SharePoint strategy improving Employee experience and fostering collaboration
- Co-Founded Reverse Mentoring program mentoring executives on technology, social media, current trends
- Winner of the 2014 HR Excellence Award; Presented for successful Leadership and Project execution

Manager, Corporate Ventures & Innovation

2010 to 2011

Recommend emerging opportunities partnering with Business and aligning to strategic agenda. Successfully led several enterprise initiatives including mobile, social media, loyalty, telematics, and location aware technologies.

- Influenced organization on Mobile technology, generated funding, and led Mobile team to develop first ever consumer mobile application offering customers a way to submit a claim; nominated for Chairman's Award
- Co-led Social innovation for Small Commercial Agency Business generating \$97M new premium
- Designed and managed Innovation Blog, Return on Knowledge framework, and authored The Hartford's Content Strategy & Community Management guide for Social Media

User Experience Professional, User Centered Design

2007 to 2010

Collaborated with Business & Technology leaders to design customer focused user interfaces for multiple LOB's.

- Led redesign of The Hartford's Small Commercial online quoting tool for Agents, reducing wait time by 50%
- Developed user experience for award winning Auto Insurance web site, which [Forbes](#) cited as delivering the most satisfying auto insurance shopping experience among all carriers, receiving a perfect five-circle overall

eBusiness Lead / Manager of Digital Design

2005 to 2007

Led strategy then design of both client and Agent-based web sites. Responsible for managing various initiatives including NCAA sponsorship, marketing calendar and the implementation of The Hartford's first Design Council.

- Managed agent communications and drove web site adoption increasing new user registration by over 75%

UNITED HEALTH TECHNOLOGIES - Hartford, CT
Creative Lead / Content & Technical Writer

2004 to 2005

Consolidated all web sites into portal-based site & managed portfolio, marketing collateral, and overall strategy.

- Simplified customer experience, reducing the number of clicks by 40% and improving net promoter score

IBM / NISSAN MOTOR CORPORATION - Torrance, CA
Art Director / Sr. Designer / Information Architect

2003 to 2004

Standardized Nissan Motor Corporation's global online presence managing budget and supervising team.

- Led redesign <http://www.nissan-usa.com> managed \$8M budget and supervised technical team of 10

WALT DISNEY INTERNET GROUP - Burbank, CA
Sr. Graphic & Web Artist / Interactive Designer

2002 to 2003

Led design of Disney Magic Connection offering interactive activities and localizing content for international use

- Designed marketing including emails, landing pages, and brand identity for <http://www.disneyblast.com>

Additional Work Experience

QUINNIPIAC UNIVERSITY - Hamden, CT

2004 to 2005

Professor for Master of Science in Interactive Communications

- Developed Quinnipiac Universities first-ever Digital Interactive Communications curriculum focused on principles and best practices of creating content for distribution across various devices/channels.

Education



MBA Candidate at University of Hartford, Barney School of Business '22 (*Summa Cum Laude, GPA 4.0*) - Hartford, CT

- Master of Business Administration, MBA



Woodbury University '03 (*Cum Laude, 3.6*) - Burbank, CA

- Bachelor's Degree in Graphic & Web Design, BFA
- Minor: Marketing & Communications

Certifications



Human Factors International (HFI) '08 – Virtual, North America

Certified User Experience Analyst (CXA)TM certification

Community Involvement / Organizations

- **Mentor:** Reverse Mentoring lead responsible for mentoring The Hartford's Chief Risk Officer and EVP of HR
- **Organizations:** Active member of: AIGA (American Institute of Graphic Arts), LGH (Leadership of Greater Hartford), Digital Innovation Network, Social Media Club, and UPA (Usability Professionals' Association)

Software & Technology Expertise

- Extensive experience with: Adobe Creative Cloud, Adobe Experience Cloud, Azure DevOps, Confluence, GitHub, Google Analytics, Invision, Jira, Salesforce, Sitecore, Tableau, WordPress
- Experience developing with: Content Management Systems (Documentum, TeamSite), SharePoint 2013, CSS, JavaScript, jQuery, HTML, XML, Responsive Design, and Social Sign-in to authenticate users