

# Bryan Matthew Johnson

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## Digital Technology Executive

Business Strategist with more than two decades of experience driving growth and transformation for Fortune 100 B2C and B2B firms. Expertise in product and project management, IT, strategy and operations, marketing, digital e-business, mobile, social media, and user experience. Dedicated to enhancing the overall customer experience and grew CSAT +5, leveraging a unique blend of technical understanding and a deep empathy for the user. Establishes effective partnerships that drive growth and transformation, influence Executive-level funding decisions, and deliver profitable results. Proven innovator, holds patents in automation, mobile location-based services, and social media.

## Areas of Expertise

Executive Leadership | Product Development | Product Management | Digital Marketing | Digital Strategy | Creative Direction | UX | Lead Generation | SEO | SEM | Channel Management | Segmentation | A/B testing | Multivariate testing | CRM | VOC | Competitive Analysis | Market Research | Data Analytics | Data Analysis | Social Media | Mobile | Location Services | Content creation | AI | Machine Learning | Virtual Agents | Robotic Process Automation | Natural Language Processing | Agile | Ecommerce Operations | Enterprise Risk Management | Process improvement | Contract Negotiation | Budgeting | Backlog Management | Stakeholder Management | Vendor Management | Aprimo | Adobe Creative Cloud | Adobe Experience Cloud | Azure DevOps | Confluence | GitHub | Figma | Miro | Google Analytics | Invision | Jira | Salesforce | Sitecore | SmartComm | Tableau | WordPress | Documentum | TeamSite | SharePoint | Microsoft 365 | CSS | JavaScript | jQuery | HTML | XML | Responsive Design | Social Sign-in (Okta) | Test Automation | QE testing

## Professional Experience

**Cigna**, Bloomfield, CT (hybrid)

2017 - 2025

**Clinical Technology Solution Lead, Evernorth Medical & Behavioral Health**, 2022 – May 2025

Drove strategy, design, and implementation of innovative medical and behavioral health products that prioritized preventative care, enhanced consumer experiences, and delivered measurable value across global markets.

- Served as liaison between business and technology teams including, creating user stories, defining end-state architecture, performing workflow through Solution Kanban into backlog, and managing stakeholder collaboration and communication.
- Directed launch of first-to-market Musculoskeletal (MSK) Care pilot, (<https://connectedcare.cigna.com>) which improved patient outcomes by 20% through preventive care strategies.
- Led 360 Care Models & Expanded ADT Data for the Enterprise, enabling more effective care coordination.
- Oversaw migration from legacy HC-ICMS to TruCare care mgmt. platform leading to a 5-year NPV of \$7.75M.
- Cultivated Solution Management framework, optimizing planning and execution across product teams.

**International Markets Strategic Program Director & Product Owner**, 2021 - 2022

Championed digital products and solutions from strategy to development, focusing on global consumer and market expansion in collaboration with Business, Regional Product Owners, and Technology leaders.

- Collaborated with cross-functional leaders to identify consumer, market, and product expansion opportunities.
- Leveraged KPI's and customer insight for data-driven decision-making to create product roadmap and strategy.
- Led effective production releases and introduced testing automation to improve product functionality and stability.
- Integrated Teladoc into Cigna Envoy for virtual healthcare care servicing and eliminated Cigna Wellbeing app.

**International Markets Technical Product Owner**, 2019 - 2021

Consolidated multiple systems into a single Salesforce solution, Agile-led technology replacement of Cigna Envoy, (<https://www.cignaenvoy.com>) enabling streamlined access for customers, clients, and providers to manage healthcare.

- Led global cross-functional team, defined target audience, product vision, and requirements including single sign-on (SSO) via Okta. Delivered MVP within 6 months and achieved 85% user adoption.
- Leveraged reusable code assets developed for Envoy Member, simplifying Envoy Client/Broker work.
- Delivered post go-live performance improvements, reducing service tickets by 95%.
- Conducted user research and identified key product improvements, increasing user engagement by 25%.

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## Digital Marketing Strategy, Design, Development Lead - Creative Agency Director, 2017 - 2019

Led and evolved a team of digital designers and engineers focused on delivering communications across a variety of media platforms and tactics. Representative in digital discussions and oversaw all output for internal and external clients.

- Developed and influenced client proposals with ideas that displayed strategic ability to meet business needs.
- Established enterprise framework of tools, patterns, workflows, and UX Standards (<https://digital.cigna.com>).
- Scaled team 900%, from 2 to 20, coaching individual contributors and managing offshore team.
- Led design and development of proprietary learning platform, achieving an 81% client completion rate.
- Directed product feedback to content writers, project managers, and other marketing staff.

Sutherland, Rochester, NY (remote)

2015 - 2017

## Vice President of Digital Marketing, Strategy & User Experience

Led all digital marketing efforts, reporting directly to Chief Marketing Officer (CMO). 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.

- Led redesign of corporate website (<https://www.sutherlandglobal.com>) from ideation to release, growing CSAT +5, decreasing bounce rate by 20%, improving time spent on website 30%, and growing web traffic from 2M to 5.5M.
- Managed content creation including, videos/photography, prototyping design, demos, and influence marketing.
- Oversaw lead generation strategies, increasing new business by 20%.
- Defined social media strategy, consolidating by 80%, while refining policies and enabling employee-centric practices.
- Implemented enterprise social media mgmt. platform to create, launch, and measure campaigns in real time.

## Additional Experience

The Hartford, Hartford, CT (hybrid)

2005 - 2015

## Director of Enterprise Digital Strategy, Mobile, Technology & Process Improvement, 2011 - 2015

Managed strategy team, a multi-million-dollar budget, and eBusiness portfolio. Collaborated with Business and IT to successfully deliver projects on time and on budget.

- Led implementation of Single Sign-on (SSO) across all Digital channels increasing registration rates by 60%.
- Developed Connected Customer Experience strategy and integrated digital contact center, offering unified cross-channel servicing for Customers and CSR's, garnering \$5M new premiums within first year.
- Drove HR application re-engineering process for candidates, recruiters, and hiring managers, reducing time by 50%, eliminating paper, and enabling a mobile-first experience. Recognized with the HR Excellence award.
- Developed and implemented SharePoint strategy improving Employee experience and fostering collaboration.

## Strategic Innovation Manager, Corporate Ventures & Innovation, 2010 - 2011

Recommended emerging opportunities, partnering with the Business and aligning to strategic agenda. Led several enterprise initiatives including, mobile, social media, loyalty, telematics, and location-based services.

- 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.
- Managed knowledge framework, and authored Content Strategy and Community Management guide.
- Co-founded Reverse Mentoring program, mentoring Executives on technology, social media, current trends.

## User Experience Professional, User Centered Design, 2005 - 2010

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

- Led redesign of Small Commercial online quoting tool for Agents, reducing wait time by 50%.
- Developed user experience for award winning website (<https://www.thehartford.com>) cited by Forbes as delivering the most satisfying shopping experience among all carriers, and receiving a perfect five-circle overall.

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**Quinnipiac University**, Hamden, CT | **Professor for Master of Science in Interactive Communications**, 2004 - 2005  
Developed the University's first-ever Digital Interactive Communications curriculum focused on principles and best practices of creating content for distribution across various devices/channels.

**UnitedHealth Group**, Hartford, CT | **Product Designer & Technical Product Ownership**, 2004 - 2005

**IBM / Nissan Motor Corporation**, Torrance, CA | **Consultant: Senior Director, UX Designer & Developer**, 2003 - 2004

**The Walt Disney Company**, Burbank, CA | **Sr. Graphic & Web Artist / Interactive Designer**, 2002 - 2003

## Education and Professional Development

**Master of Business Administration (MBA), Summa Cum Laude, Honor Award nominee**  
University of Hartford, Barney School of Business in Hartford, CT

**Bachelor of Fine Arts (BFA), Cum Laude**  
Woodbury University in Burbank, CA

### Certifications

- Scaled Agile, Inc., Certified SAFe® 5 Product Owner/Product Manager (POPM); credential ID: 59283425-7725
- Dale Carnegie, "Communicate w/confidence, build trust, influence others, manage stress, improve relationships".
- Human Factors International (HFI), Certified User Experience Analyst (CXA)™ certification
- Lean Six Sigma methodology, Green Belt certification, including DMAIC

### Affiliations

- Mentor and mentee, Cigna's EMERGE virtual mentoring program.
- Reverse Mentoring lead, formerly mentored The Hartford's Chief Risk Officer & HR EVP.
- Boys & Girls clubs of Hartford CT | Local food pantries throughout New Haven CT | Youth sports coach.
- American Institute of Graphic Arts (AIGA), CT chapter | Leadership of Greater Hartford (LGH) | Digital Innovation Network | Product Development and Management Association Group (PDMA) | Product Management: Marketing & Innovation | Social Media Club | UX Strategy: Smarter Product Design | Usability Professionals' Association (UPA)

## Patents

- Insurance Agent Matchmaking via Facebook (US 9672492, (<https://image-ppubs.uspto.gov/dirsearch-public/print/downloadPdf/9672492>), Issued: 6/6/17).
- Automated insurance underwriting platform for rating & pricing policies (US 20130060582, (<https://image-ppubs.uspto.gov/dirsearch-public/print/downloadPdf/20130060582>) Issued: 9/1/11).
- System/method for distributing insurance social media related information (US 20120245963, (<https://image-ppubs.uspto.gov/dirsearch-public/print/downloadPdf/20120245963>), Issued: 9/27/12).