

# VICKI LYNCH

## STRATEGIC TECHNOLOGY LEADER

CIO - Chief Transformation Officer - Portfolio & Program Management VP (PMO)

### SKILLS

Strong Business & Financial Acumen

Expert-Level IT & Business Project / Program Management

Strategic & Tactical Thinking

Decisive & Innovative Problem-Solving Capabilities

Critical Thinking & Analytics Skills

Proven Partnership & Influence Competency

Excellent Written & Verbal Communication

Innate Planning & Organizational Skills

Global Team Leadership & Development

### OVERVIEW

As an IT and Strategy Leader, I am committed to driving effective transformation across the enterprise to ensure that we are competitive and consistently profitable - today, tomorrow, and years into the future. I am always ready for the next challenge - and I leverage my unique combination of strategic vision, depth of technology, information management, data discipline, and PMO knowledge - to ensure that we're prepared for rapid technology, business, and market pivots.

I am passionate about technology and data. I'm respected for my ability to lead, influence, and get things done. I'm able to communicate complex technical, business ideas and concepts effectively - and I target my communication style and strategy to best address the needs of my audience. This approach has consistently ensured commitment, buy-in, and enthusiasm for transformative initiatives and strategies.

My strategic vision combined with my innate planning and organizational skills also enables me to cut through clutter, simplify, rationalize, and bring order to unwieldy, overly complex processes and systems.



508-733-2884



vlynch7183@gmail.com



linkedin.com/in/vickilynch1



www.vickilynch.com

### EDUCATION

**MBA** Boston University  
Questrom School of Business

**BS, MECHANICAL ENGINEERING,**  
Brown University

**VP, IT PMO & DATA GOVERNANCE** Newfold Digital (formerly Endurance International Group) 2017 - 2021

***As part of the Endurance Leadership Team, I led two critical functions:***

- The IT PMO (Project Management Office)**, where I was responsible for driving IT programs/projects for the \$1.2B+ Endurance portfolio of brands. In this role, my mandate was to align IT initiatives with the company's strategic objectives, mission, and vision and provide visibility and transparency for this work to the CIO and throughout the enterprise.
  - Defined the SDLC as well as the project management process, standard, deliverables and operational cadence necessary to ensure consistent project execution. Drove strategic alignment among multiple IT disciplines including Technical Operations, Security, Enterprise Business Systems, IT Support and Compliance, as well as across all multiple brand, regions, and business units
  - Built a world-class PMO organization from the ground up by creating a vision for the function and recruiting and retaining talented team leaders and project/program managers. Drove team expectations and culture that placed value on transparency, communication, knowledge sharing, and collaboration.
  - Led a team of 15 program and project managers including an overseas PMO operations team to manage the portfolio of 400+ IT projects.
  - Continually and actively sought out opportunities to drive business and technology excellence.
  - Cultivated positive working relationships with vendors, peers, and interdepartmental teams.
  - Worked closely with the CIO and other IT functional leaders to develop, track and communicate performance for key operations and project-related performance metrics.
  - Actively assessed and managed program risk exposure, resource capacity constraints and interdependencies using all available information to anticipate and prevent potential problems.
  - Creatively provided reasonable, and appropriate solutions to complex problems as they arose.
  - Contributed to the development of the IT 3-year roadmap plan to consolidate and simplify the complex technology ecosystem.
  - Acted as a trusted advisor to the CIO, serving as the voice of IT at the board level, across the organization, and to external stakeholders.

2. **The Enterprise Data Governance Function**, where my thought leadership and deep domain expertise in data management and enterprise business systems and processes enabled me to be a strong influence to engineering design decisions, data architecture, and analytics strategy.
- Worked across the company to build a culture that drove accountability for data that delivered business value by ensuring trustworthy data for reports and analytics.
  - Experienced in scaling data organizations and data engineering in a fast-changing, complex environment. Valued leader in the areas of creating and managing data warehouses and data lakes.
  - Provided organizational leadership across a broad group of stakeholders and teams to implement a federated data strategy.
  - Provided mentorship, tools, and education on implementing Data Governance practices and ensure proper data management.

**DIRECTOR DATA GOVERNANCE** Endurance International Group – Corporate 2016 – 2017

***Promoted following Endurance acquisition of Constant Contact to this newly created Enterprise level role.***

- Partnered with stakeholders to inventory systems and data. Organized data into domain categories to drive define ownership and accountability.
- Acted as a key thought leader and active steering committee member in preparing the company for GDPR and privacy regulations.
- Worked with data owners throughout the company to define, rationalize and publish business rules for critical business processes to retain and institutionalize knowledge.

**DIRECTOR DATA GOVERNANCE** Constant Contact 2015 – 2016

***Recruited to design and implement 1<sup>st</sup> enterprise-wide data governance strategy and roadmap for this \$350M email solution provider – from the ground up.***

- Championed and communicated strategy across business and technology teams.
- Worked with data owners throughout the company to define, rationalize and publish business rules for critical business processes to retain and institutionalize knowledge.
- Built grassroots support for data transformation.

**DIRECTOR OF PROGRAM MANAGEMENT, IT EPMO /**

**PROGRAM MANAGER MASTER, MASTER DATA MANAGEMENT** The TJX Companies 2012 – 2015

***Recruited as a thought leader to implement end-to-end program management methodology and build Master Data Management solutions for this retail leader.***

- Managed a \$26 million-dollar program budget over multiple fiscal years for multi-domain MDM implementations supporting North American and European operations (Site Hub, Supplier Hub and Hierarchy Manager).
- Led 3 large global teams with both on and offshore technical resources to accomplish this objective.
- Launched 1st enterprise-wide data governance council with key business partners representing various business segments

***Previous professional experience:***

**PRINCIPLE** The PPT Consulting Group

- Forged relationships with major industry leaders including Gillette, EMC, Titleist, Granite City Electric, Navisite, Lasertron, Airvana, and Natick Labs.
- Engagements included ERP implementations, ensuring seamless 24x7x365 global customer support process, and business process analysis and improvement.

**ADJUNCT PROFESSOR BUSINESS ANALYSIS** Boston University Corporate Education Center

- Developed and taught business process analysis curriculum focused on best practices for working with business stakeholders to understand, collect and document business requirements.