Frank Kuchinski

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Servicenow Digital Transformation Leader | Digital Experience Partner

Strategic and cross-functional business and technology leader with 10+ years of experience delivering large-scale digital transformation initiatives using Servicenow, AI and enterprise platforms across B2C, B2B initiatives in financial services, healthcare, life sciences, and technology sectors. Deep expertise in using AI with enterprise platforms such as: Servicenow, Salesforce, Adobe Experience Cloud (AEM, Analytics, Campaign, Launch), ServiceNow, and cloud-native platforms to craft end-to-end experiences that drive growth, personalization, and efficiency.

Polymathic systems thinker who applies lean startup, design thinking, and Kaizen principles to connect strategy and execution. Proven ability to identify business opportunities, lead experience-driven platform integrations, and deliver measurable outcomes through collaboration, agile delivery, and cross-functional alignment.

Core Skills

Digital Transformation, Program Management, Portfolio Management, Experience Strategy, Strategic Planning, Agile (Scrum, Kanban, SAFe), ITIL, Change Management,, GTM Strategy, Business Analysis, Workflow Optimization, Stakeholder Engagement, Cross-functional Leadership

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Technical Expertise

ServiceNow (ITSM, HRSD, ESC,CSM, ITOM, CMDB, Source-to-Pay (S2P), C2C, H2R, HAM, and SPM), AI, Salesforce, Adobe Experience Manager (AEM), Adobe Analytics, Adobe Launch, Adobe Campaign Classic, Marketo, Cloud Platforms (AWS, Azure, GCP), IoT, Snowflake, Figma, Tableau, Okta, Web Services, HTML5, Java, JavaScript, Node.js, SQL, Python

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Thought Leadership & Differentiators

- Systems thinker who drives transformation through design-first, AI platform-enabled solutions.
- Deep knowledge of regulated industries and ability to connect compliance, personalization, and scale.
- Trusted advisor to C-level and senior stakeholders in digital product, marketing, and experience design.

Professional Experience

Engagement and Transformation Leader – ServiceNow Enterprise Solutions
Tata Consultancy Services Limited – February, 2026 to Present

- Partnering with clients to turn complex, ambiguous challenges into measurable business outcomes to deliver complex ServiceNow programs across HRSD, ESC, CSM,ITSM, ITOM, CMDB, Source-to-Pay (S2P), C2C, H2R, and SPM.
- Managing a ServiceNow transformation to align technology, strategy and innovation with business objectives as client prepares to use ServiceNow GenAI (Virtual Agent, Now Assist, AI Search)
- Leveraging automation, workflows, AI and NowAssist to create scalable ServiceNow solutions that enhance productivity, reduce inefficiencies and elevate the employee experience.

Senior Principal Consultant – ServiceNow
Genpact – November, 2024 to February, 2026

- Advised clients on end to end business transformations using AI and Enterprise Resource Platforms (Salesforce and ServiceNow) to create exceptional customer and employee experiences by providing a seamless and consistent user experience to streamline critical processes and increase operational effectiveness.
- Shaped the vision, planned the roadmap, and executed ServiceNow implementations to align to client business transformation goals of using GenAI cost effectively.
- Mapped business needs and pain points for Fortune 100 firms to use AI enabled solutions.
- Guided clients through digital transformation strategies for getting their data ready for AI.
- Led ServiceNow CSM and HRSD implementations for Fortune 100 firms, aligning experience transformation goals with platform AI capabilities and responsible use of AI.
- Migrated clients from Salesforce to ServiceNow CSM, improving experience delivery and reducing support friction.
- Strong understanding of AI/ML fundamentals, data pipelines, and enterprise technology environments to design and implement AI-powered solutions.
- Lead ServiceNow platform initiatives and projects, overseeing all aspects of scoping, design, implementation, user training, and value realization. Ensure that project delivery aligns with clients defined goals, budget, quality standards, and timelines.
- Served as the key liaison between technical teams, business stakeholders, and leadership. Effectively communicate project status, risks, budget, and outcomes to stakeholders. Experience partnering with technical and non-technical teams to translate business needs into technical solutions.
- Developed an effective platform governance framework for clients, including processes for demand management, roadmap planning, and prioritization.
- Implemented portals designed to centralize service requests for global Vendor and Customer master data projects.
- Advised clients on improving their employee and HR agent experience using ServiceNow HRSD. Worked with enterprise architects on the design of integrations for (Okta, SSO, Workday, Salesforce, Identity management, MS Teams, JIRA, Sharepoint).
- Migrated a client from Salesforce Service Cloud to ServiceNow Case Management (CSM) and integrated with their other enterprise applications (Okta, Workday, Jira,MS Teams, and PagerDuty).

Senior Engagement Manager – ServiceNow Business Group
Kyndryl – September, 2023 to October, 2024

- Worked closely with the Product Management, Data Science, and Machine Learning Engineers to design large language models (LLMs) and algorithms in AWS and Azure for employee HR issues.
- Delivered a 35% boost in on-time delivery by migrating project tracking to ServiceNow SPM.
- Led cloud migration and platform modernization projects with focus on ITOM, CMDB, and AI-based governance models.
- Introduced new offerings in AI, cloud cost optimization, and service resilience; increased pipeline value across healthcare and financial services clients.
- Spearheaded Microsoft Azure-hosted HRSD ServiceNow implementation with a 15% reduction in project delivery time.
- Conducted a comprehensive analysis of the client's ServiceNow instance pre-migration, identifying key areas for using AI LLMs, IT governance and data management improvements, and collaborated with internal teams on implementation.

Technical Program Manager
Aerial Dat – April, 2019 to September, 2023

- Developed and launched a real-time marine IoT platform for emergency response using AI, Adobe Experience Manager, enhancing UI/UX with real-time maps and data personalization.
- Architected platform integrations for analytics, Snowflake, ServiceNow, and Adobe solutions to support incident response and cross-agency collaboration.
- Defined IAM, responsible AI principles, data privacy, and data architecture frameworks; built MVPs and product roadmaps using ML, React, and Azure.
- Interfaced with government and healthcare clients to refine experience design and define go-to-market strategy.

AI Program Manager
Masheen.AI – April, 2018 to April, 2019

- Managed AI-based platform development for regulated industries, bridging NLP, machine vision, and automation with real-world business use cases.
- Managed comprehensive technical project roadmaps for two AI startups, developing an AWS Greengrass IoT solution and an AI powered math learning app; enhanced system reliability by 45% and user satisfaction by 30%.
- Designed and launched a strategic framework for day-to-day management of software development and operations, boosting startup portfolio companies' operational efficiency.
- Led end-to-end technical projects for two AI startups, deploying IoT solutions on AWS Greengrass and enhancing an AI math learning app using LLMs; boosted user retention by 30% and reduced server costs by 20%.

Technical Program Manager UX and Digital Accessibility
Aetna, Inc. / CVS Health - July, 2016 – April, 2018

- Directed Adobe Experience Manager (AEM) digital accessibility and upgrade projects; improved DAM design for better asset organization, boosting synchronization between staging, test, and production environments by 45%.
- Led the Enterprise Adobe Experience Manager (AEM) portfolio, prioritizing digital accessibility, PCI, access management;restructured DAM design to streamline asset organization for images, videos, and PDFs, enhancing synchronization across environments and access management.
- Managed high-priority, high-profile programs that spanned across Product, Engineering, User Experience, Identity Management, Privacy, Data Science, and AI.
- Streamlined project planning, remediation sprints and issue tracking in JIRA for internal developers and outside vendors.
- Represented Enterprise website asset owners for the Adobe Experience Manager 6.2 platform upgrade with an outside vendor.
- Mentored, coached and drove teams in planning and executing roadmaps, releases, continuous improvement, user acceptance test plans, and work backlogs.
- Delivered comprehensive weekly program updates to stakeholders, addressing risks and mitigation plans; increased project transparency by 40%, reduced unexpected issues by 25%, and ensured timely completion of project milestones.
- Engineered and deployed comprehensive tagging solutions in Adobe Launch, boosting data accuracy by 30% and enabling more precise marketing analytics for strategic decision-making.
- Collaborated with key business unit stakeholders to optimize Adobe Campaign Classic and Marketo programs, driving a 25% increase in campaign response rates and enhancing lead generation by 40%.
- Design and UX lead for an internal blockchain proof of concept project. Gathered business requirements from customers, and subject matter experts and then implemented on sprints. Improved project expectations for the C-level internal sponsor.
- Coached AEM website asset owners and development teams on how to design for digital accessibility, asset management, tagging, personalization, making website and mobile apps accessible, while improving the customer experience.
- Coached AEM onshore and offshore remediation teams on digital accessibility (Section 1557 of the Patient Protection and Affordable Care Act) and how to prioritize accessibility remediation issues.
- Designed new UX project intake and project status dashboards for management.

Project Manager - Business Analyst
Ongo Health May, 2015 – July, 2016

- Designed mobile behavioral monitoring application with predictive analytics to improve patient self care and show behavioral improvement over time.
- Conducted product design and product/market fit research with stakeholders to refine omni-channel customer experience.
- Prioritized use cases, product requirements and enhancement requests from external stakeholders.
- Designed user stories, interactive wireframes, and prototypes in Axure RP for ServiceNow dashboards and behavioral improvement mobile products.
- Designed patient engagement metrics, data model, and functional specifications for patient engagement projects. Prototyped data integration model for use with Electronic Health Records.
- Designed test plans (regression, integration, performance, functional, responsive design) and performed system analysis to validate application and system functionality.

Education

Babson College
Bachelor of Science, Finance *Wellesley, MA*

CERTIFICATIONS, SKILLS, & INTERESTS

Certifications: ITIL Foundation V3, Certified Scrum Master, Certified Scrum Product Owner, Six Sigma Green Belt, ServiceNow Certified System Administrator (CSA), ServiceNow Business Continuity Micro-Certification, Certified Management Consultant (CMC), Adobe Experience Cloud Certification – In Progress

SKILLS: Program Management, Portfolio Management, Project Management, Product Management, Strategic planning, Agile, ITIL, Scrum, Waterfall, SDLC, Six Sigma, Kaizen, Kanban, Lean Startup Methodology, Systems Analysis, Change Management, Business Analysis, Data Analysis, Workflow analysis, Business Process Mapping, Requirements Gathering, IT Governance, Needs Analysis, Access Management, Vendor Management.

TECHNICAL SKILLS: Cloud Computing, AI, ServiceNow, Adobe Experience Manager (AEM), Adobe Launch, Adobe Campaign Classic, Adobe Analytics, Adobe Tag Manager, Adobe Experience Cloud, Marketo, Amazon Web Services (AWS), IoT, Serverless Apps, Microsoft Azure, Google Cloud Platform (GCP),ITSM, ITOM, ITBM, IT GRC, HRSD, CMDB, Snowflake, Salesforce, Tableau, JAVA, Java Script, NodeJS, Ajax, Okta, MIM, .NET framework, JSON, XML, SQL, MySQL, PHP, Python, HTML5, UML, XML, GitHub, GitLab, UNIX, WebSeal, Windows 11, IOS 16, IOS apps,iPad Apps, Android apps, TeamSite Workflow, LDAP, Web services, Microsoft Office (MS Project, Word, Excel, PowerPoint, Visio, Teams, MS Access), Google Suite, Google Docs, JIRA, Confluence, Slack, Figma, Balsamiq, OneOps, Axure RP, Google Analytics, Confluence, WordPress, X - Twitter, Google AdWords, HP Quality Center, Adobe Acrobat, DocuSign.

VOLUNTEER WORK:

- 2020-2026 Advisor, Rotary International Global Leadership Initiative.
- Mentor, 2025 Columbia BMES Healthcare Hackathon - Advised teams on digital health, IoT, data and AI projects.
- Mentor, 2026 Yale CBIT Healthcare Hackathon provided strategic guidance on digital health, data and AI, helping teams refine their pitches.
- 2025 Yale CBIT Healthcare Hackathon. Led mentoring sessions, provided strategic guidance on digital health, data and AI, helping teams refine their pitches.
- 2024-2015 Mentored participants at the Yale CBIT Healthcare Hackathons; facilitated workshops on healthcare innovation.
- 2017-2026 Industry Advisory Board Member University of Bridgeport School of Engineering.
- Advisory Board Member, University of New Haven, Charger Startup Weekend and Solar Thermal Testing Lab.