

Joanne Stockwell

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Results-oriented Senior Leader with a proven track record of success in Fortune 10 technology and healthcare companies. Expertise in transforming and moving diverse audiences towards achieving lofty business goals. Trusted advisor to cross-functional teams. Highly recognized for on-time, on-budget project execution. Passionate about fostering collaboration, empowering people to embrace change, and driving measurable results. Hands-on, mission-driven coach who champions teamwork, believes in the power of open communication, and a positive work environment. Proficient with AWS Console, Salesforce, Asana, Microsoft Teams, Google Workspace.

Areas of Expertise

- **Strategic Communications:** Integrated Communications Programs, Executive Communications, Crisis Communications, Content Development, Thought Leadership, Brand & Reputation Management
- **Change Management & Enablement:** Change Management, Employee Engagement & Adoption, M&A, Sales Enablement, Tech Enablement, Integration Planning
- **Marketing & Product:** Product Marketing, New Product Launches, Marketing Campaigns
- **Other Skills:** Project Management, Business Writing, Team Building

Professional Experience

Stockwell Consulting Group, Pleasant Hill, CA July 2024 - Present, Founder and CEO; Director of Corporate Solutions

- Led a team of subject matter experts in navigating Generative AI transitions, business continuity, compliance, mergers and acquisitions, re-branding, force reduction, and more.
- Offering change management, communication strategy, executive messaging, campaign execution, project management, and training development.

Amazon Web Services (AWS), San Francisco, CA January 2021 - June 2024, Senior Manager, Product Marketing Management, Sales Enablement

- Led a global field enablement team, **increasing sales productivity by 10% and reducing sales cycle length by 15%.**
- Founded and scaled an AWS Sales Tools enablement function, **directly impacting the effectiveness and efficiency of 50,000 field employees.**
- Successfully articulated and gained cross-functional leadership buy-in for a long-term vision focused on a new sales enablement product and content portfolio, **leading to the development and launch of AWS Trails, a new in-flow learning experience knowledge base that reduced support tickets by 20%.**
- Championed multiple high-visibility internal launches with exceptional 4.5+ Customer Satisfaction ratings, including the AWS migration to Salesforce Lightning UI, onboarding 23,000 users to a new Sales Console within six months, and implementing an AWS GenAI Account Summary tool. **These initiatives resulted in a 26% increase in user adoption of Salesforce and a 15% increase in customer satisfaction with the sales process.**
- Rapidly built a high-performing team, attracting and hiring 10 talented individuals in four months while boosting team satisfaction. **This resulted in a 98% employee retention rate within the first year.** Recognized as a Sales and Marketing Operations All Star Q1 2024.

Salesforce, San Francisco, CA June 2017 - October 2020, Senior Manager, M&A Enablement & Communications

- Led a high-performance communications and change management team to streamline technology onboarding for acquired employees, creating clear, engaging experiences across large global teams and

complex work tracks.

- Developed and executed Salesforce marketing campaigns for Mulesoft, Tableau, and Slack product integrations, **exceeding adoption targets by 5%**.
- Exceeded board retention targets and increased employee technology satisfaction scores by 2% during an aggressive M&A program, integrating 23 companies and onboarding over 7,500 employees (FY18-FY20).
- Implemented targeted communications programs supporting Corporate Development, Employee Success, and Technology tracks, consistently improving integration and adoption KPIs.

BD, San Jose, CA September 2014 - June 2017, Director, Communications

- As a key member of the Biosciences Global Leadership Team, played a pivotal role in the successful launch of nine new products and their go-to-market strategies.
- Established a new communication function for the \$1.1B Biosciences business unit, spearheading strategic messaging across 3,000 employees and driving a 32% increase in understanding of the company's vision within two years.
- Led communications strategy for multiple acquisitions, including diligence reviews, investor relations, media engagement, and employee messaging, **exceeding board integration targets by 5%**.
- Crafted value propositions, marketing campaigns, communications plans, investor briefings, and press releases for nine new flow cytometry products and transformative partnerships, **increasing business revenue by 4% over two years**.
- Interim project management led for R&D new product portfolio, overseeing budget, resourcing, and 98% on-time delivery of key product milestones.

McKesson, San Francisco, CA October 2012 - September 2014 Director, Internal Communications

- Led a corporate team of six, spearheading HR, Digital, and Change Management communications for 40,000 employees.
- Partnered directly with the CHRO to develop and execute a strategic communication and change management plan supporting a major HR transformation, **resulting in a \$60M business cost savings**.
- Received third-party Intranet usability validation (top 1/3 of benchmarked companies), increased overall site traffic by 6%, and boosted HR Portal traffic by 30%.

AT&T, San Francisco, CA & Dallas, TX November 2008 - October 2012 Director, Corporate & Executive Communications

- Selected to lead the CEO's internal communication program as part of AT&T's 300-person Global Marketing Organization.
- Championed a multi-channel communications strategy, reaching 260,000 global employees with an emphasis on engaging non-desk workers.
- Developed a transformative communications plan to educate and inspire employees about future technologies, driving excitement for the company's direction.
- Orchestrated high-profile CEO events (town halls, strategy sessions, earnings calls), consistently surpassing attendance and engagement goals.
- Mentored senior leaders and 100+ Business Unit Communicators on collaborative platforms (IBM Connections, SharePoint), driving internal community growth and adoption.
- Pioneered robust business continuity and crisis communication plans, ensuring preparedness and seamless employee engagement during hurricanes, earthquakes, and other critical events.

Education/Certifications Bachelor of Arts (B.A.) in Integral Studies St. Mary's College of California, Moraga, California

Certificate, Data Science: Bridging Principles and Practice UC Berkeley Executive Education