

# Joanne Stockwell

Global Technology and Healthcare Industries

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## Accomplishments

### Merger & Acquisitions

diligence, culture assessment, integration planning, investor briefings, press releases

### Employee Experience

onboarding, communication planning, change management, business continuity, enablement, surveying, surplus messaging, thought leadership

### Customer Centricity

social media, video production, problem resolution, shareholder meetings, investor days, focus groups, product launches, efficiency programs, metrics, Dreamforce presenter

### Leadership

defining strategic vision, developing key messaging, sustaining momentum, building and growing teams

## Education

### B.A. Integral Studies | St. Mary's College of California

Graduated with Honors from a unique four-year Great Books Program focused on learning to think mathematically, scientifically, poetically, and philosophically.

### UC Berkeley Executive Education | Data Science: Bridging

#### Principles and Practice *certificate program*

Understanding how to create a data-driven culture. Turning data into business insights and the ability to interpret data scientist findings more effectively.

## Contact

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## Experience

**AWS** | San Francisco | 2021 – Present

### Senior Manager | Sales Enablement

- Established new team responsible for delivery of productivity tool training and communications to more than 40,000 AWS Sales and Marketing employees.

**Salesforce** | San Francisco | 2017 – 2021

### Senior Manager | IT Enablement

- Directed communications for aggressive corporate M&A program with 5-6 acquisitions per year, integrating **23 companies** and successfully onboarding over 10,000 employees and contractors
- Developed and delivered enablement strategies across Onboarding, Technology Integration, and Go-To-Market tracks on multiple concurrent deals.

**BD** | San Jose | 2014 – 2017

### Director, Communications

- Simplified business unit messaging and effectively shared vision across a diverse, global organization of 3,000 people to achieve **32% increase** in employee understanding of strategic direction.
- Led internal and external acquisition communication tracks on multiple deals. Responsible for diligence reviews, investor, media, and employees messaging strategy.

**McKesson** | San Francisco | 2012 – 2014

### Director, Internal Communications

- Directly supported CHRO and developed a strategic communication plan to support HR transformation activities.
- Led corporate team responsible for HR, Digital, and Change Management communications for **40,000 employees**.

**AT&T** | San Francisco | Dallas | 1997 – 2012

### Director, Corporate Communications 2008 - 2012

### Senior Project Manager 2003 - 2008

- Led CEO's **internal communication program**.
- Coordinated town hall events, corporate strategy sessions, and officer earning calls.