

# JOANNE STOCKWELL

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A **CREATIVE, SENIOR-LEVEL LEADER** offering a successful track record of thriving at large, global Fortune 10 companies in the technology and healthcare industries. Recognized for creating impactful and influential change management, communication, and training strategy to engage diverse audiences and deliver business outcomes. Trusted partner to a variety of cross-functional business leaders, including Sales, Finance, HR, IT, and Marketing. Passionate about sparking connections, helping people embrace change, and driving targeted results. Known as a hands-on leader who values teamwork and believes in the power of conversation and laughter.

## AREAS OF EXPERTISE

Sales Enablement | Tech Enablement | Team Building | Integrated Communications Programs | Internal & External Communications | Public Relations | Executive Communications | Strategic Planning | Crisis Communications | Internal Branding | Employee Engagement & Adoption | M&A | Business Writing | Creative Operations Management | Content Development | Brand & Reputation Management | New Product Launches | Integration Planning | Digital & Traditional Communications | Thought Leadership

## PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS) | San Francisco, CA January 2021 to Present  
SENIOR MANAGER, PRODUCT MANAGEMENT, SALES ENABLEMENT

Built a global field enablement team to support Sales Process and Tool onboarding and ongoing skill development.

- Established a new AWS Sales Tools enablement function to enhance the effectiveness and efficiency of ~50k field employees. Demonstrated ability to **develop and communicate long-term vision** for new portfolio of sales enablement products and content to cross-functional leadership teams.
- Delivered results for multiple high-visibility internal launches with 4.5+ CSAT, including migrating AWS to Salesforce Lightning UI, adoption of a new internally developed Sales Console (0 to 23k users in 6 months), and implementing new Salesforce Enablement product (AWS Trails). Attracted talent and hired 10 employees in six months while improving overall team satisfaction.

Salesforce | San Francisco, CA June 2017 to October 2020  
SENIOR MANAGER, M&A ENABLEMENT

Guided a high-performance communications team on the creation of clear, relevant, and engaging experiences designed to help guide acquired employees on their **technology onboarding journey** across multiple, complex work tracks.

- Achieved all board retention targets and boosted employee technology satisfaction score by 2%** while leading an aggressive corporate M&A program with 5-6 acquisitions per year, onboarding 23 companies with over 7,500 employees (FY18 – FY20).
- Consistently improved integration and adoption KPI results** by driving communications programs focused on supporting Corporate Development, Employee Success, and Technology tracks.

BD | San Francisco, CA September 2014 to June 2017  
DIRECTOR, COMMUNICATIONS

Served as a Biosciences Global Leadership Team member responsible for establishing a new communication function within the \$1.1B Business Unit, contributing to the successful **launch of nine new products**. Oversaw \$1M budget and consultant staff.

- Achieved a 32% increase in employee understanding** of strategic direction and key business objectives in two years by simplifying business unit messaging and more effectively sharing the vision across a diverse, global organization of 3,000 people.

- **Led internal and external acquisition communication tracks** for multiple deals, handling the diligence reviews and investor, media, and employee messaging strategy.
- **Developed core messages, communications plans, investor briefings, and press releases** for new products and unique business partnerships (i.e., Parker Institute for Cancer Immunotherapy).
- **Achieved corporate targets on multiple, concurrent initiatives** associated with increasing employee efficiency, safety, and customer centricity.
- **Managed R&D new product portfolio** (six month interim lead) and was responsible for overall product development budget, resourcing, and milestone deliverables.

McKesson | San Francisco, CA

October 2012 to September 2014

**DIRECTOR, INTERNAL COMMUNICATIONS**

Led corporate team responsible for **HR, Digital, and Change communications** for 40,000 associates.

- **Helped deliver \$50M in cost savings** by supporting increasing employee awareness and understanding of strategic and financial enterprise initiatives.
- **Coached and mentored a six-person team** and managed a large variety of consulting resources.
- **Directly supported CHRO and developed a strategic communication plan** to support all HR transformation activities.

AT&amp;T | San Francisco, CA &amp; Dallas, TX

November 2008 to October 2012

**DIRECTOR, CORPORATE & EXECUTIVE COMMUNICATIONS**

Worked as part of 300-person Global Marketing Organization. Hand-picked to **lead the CEO's internal communication program**.

- **Delivered messaging and developed listening mechanisms for 260,000 global employees**, specifically focusing on the non-desk employees, employing a variety of novel and conventional tactics.
- **Continuously exceeded engagement and event satisfaction targets** while coordinating quarterly CEO Town Hall events (live & streaming), Annual Corporate Strategy sessions, and Officer Earning calls.
- **Advocated, supported, and mentored senior leaders on collaborative business platforms** (IBM Connections, SharePoint) while acting as an employee evangelist and supporting over 100 Business Unit Communicators to achieve internal community growth objectives.
- **Implemented world-class Business Continuity and Crisis communication plans** to engage all global employees in preparation for and response to hurricanes, earthquakes, and other disasters.

AT&amp;T | San Ramon, CA

September 2003 to November 2008

**SENIOR PROJECT MANAGER**

Progressed from Bay Area Facilities Dispatch Manager to supporting Regional President & National U-verse **Field Operations** SVP in under six years.

- **Crafted national strategic communication plans** and developed tactics to increase employee engagement and ensure business understanding during significant new product launches (U-verse).
- **Recognized by CEO for "excellent prototype"** with creation of regional "I Own It" service and competitive intelligence campaign.
- **Oversaw highly rated leadership meeting coordination** and large event production (~10,000 attendees).
- **Managed a team of seven** as well as multiple indirect reports and consulting resources.

**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.

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