

Martin Grobisen

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Implementation & Project Management Specialist

Process Optimization, Stakeholder Engagement, and Change Management Expert

Martin does so much more than manage projects, he engineers progress. With a sharp eye for process and a gift for messaging, he leads initiatives that elevate efficiency, align teams, and accelerate organizational change.

With expertise in stakeholder engagement, executive-level communications, and process transformation, Martin excels at liaising between departments, coordinating project timelines, and aligning implementation strategies with business objectives. His ability to anticipate challenges, mitigate risks, and drive adoption of new systems makes him a key asset in high-impact project environments.

He brings proven experience in systems integration, process efficiency improvements, and strategic leadership, guiding teams through large-scale transitions while ensuring organizational alignment, stakeholder buy-in, and measurable success.

Employment History:

Blue Water Thinking | Senior Strategic Communications Specialist | 10/2024 - 4/2025

Led Project-Based Communication Strategies, Stakeholder Engagement, and Organizational Change Initiatives

- Directed cross-functional project implementation, ensuring seamless coordination between program teams, government representatives, and internal leadership.
- Developed and executed strategic communication frameworks to align messaging with program objectives, branding guidelines, and stakeholder expectations.
- Managed high-impact deliverables, including executive talking points, presentations, and reports tailored to leadership decision-making.
- Spearheaded organizational change management efforts, crafting structured process adoption strategies, SOPs, and risk mitigation plans.
- Oversaw training logistics and stakeholder engagement programs, facilitating smooth onboarding and knowledge-sharing sessions.
- Applied data-driven analysis to monitor outreach effectiveness, refining communication methods based on engagement metrics and feedback loops.
- Advised senior leadership on best practices in strategic communication, ensuring consistency, crisis preparedness, and optimized messaging delivery.

GovCIO | Strategic IT Consultant and Communications Specialist | 10/2023 - 4/2024

Led Project Execution, Process Optimization, and Contract Implementation for Federal Initiatives

- Directed contract acquisition and implementation efforts for Veterans Administration Digital Transformation Center (DTC) SaaS/PaaS projects, ensuring compliance and seamless execution.
- Managed full project lifecycle, tracking key acquisition data, analyzing performance metrics, and reporting insights to optimize efficiency.
- Oversaw project timelines, stakeholder communications, and review cycles, driving alignment across cross-functional teams.
- Developed process documentation and workflows for new and recompile applications, streamlining procedures to enhance operational effectiveness.
- Created and presented Project Work Statements (PWS) and contract management SOPs, ensuring compliance with federal regulations while facilitating smooth transitions.

- Crafted FITARA-compliant executive briefing materials, synthesizing complex contract details into actionable insights for leadership review.

Ashley Furniture | Senior Internal Communications Manager | 10/2019 - 6/2023

Led Project-Based Communications, Crisis Response, and Organizational Change Management

- Developed and led global communication strategies, ensuring clarity and consistency across business functions while aligning messaging with executive priorities.
- Directed crisis response initiatives, including the COVID-19 strategy, maintaining operational continuity for 33,000 employees worldwide through structured communication frameworks.
- Managed large-scale process change projects, supporting system rollouts and organizational transitions with structured stakeholder engagement and implementation planning.
- Spearheaded cross-functional collaboration, working with senior leaders and departments to streamline workflows, optimize efficiencies, and improve onboarding outcomes.
- Led internal content strategy, overseeing the publication and distribution of high-impact messaging via digital signage, newsletters, intranet platforms, and executive updates.
- Implemented employee feedback mechanisms, analyzing engagement data to refine messaging strategies, improve adoption rates, and strengthen communication effectiveness.
- Directed high-visibility events and stakeholder forums, coordinating webinar series and executive presentations to ensure alignment with organizational goals and project success.

MG Productions | Fractional Marketing Communications Director | 5/2018 - 10/2019

Led Multi-Channel Implementation, Process Optimization, and Stakeholder Engagement

- Directed multi-channel implementation strategies, ensuring seamless execution of marketing, communications, and business transformation initiatives across diverse industries.
- Led cross-functional coordination, managing collaboration within hi-tech companies, startups, and non-profits to enhance process efficiencies and strategic alignment.
- Spearheaded system integration and process optimization, assisting clients in adopting marketing automation platforms such as Salesforce, Pardot, and CRM systems to streamline operations.
- Oversaw data analysis and reporting, tracking campaign performance, engagement metrics, and process effectiveness to refine communication strategies and optimize decision-making.
- Facilitated training and knowledge-sharing initiatives, ensuring clients effectively utilized digital marketing tools to enhance execution and drive measurable business outcomes.

The Welfont Group | Marketing and Communications Leader | 5/2016 - 5/2018

Led Corporate Communications, Process Optimization, and Stakeholder Engagement

- Directed corporate communications strategy, overseeing the implementation of marketing automation and CRM integration to streamline operations and improve efficiency.
- Led process optimization initiatives, managing data-driven reporting and system improvements that enhanced business functionality and project execution.
- Managed stakeholder coordination, ensuring seamless communication between leadership, sales teams, and external partners to drive successful project outcomes.
- Developed and executed reputation management strategies, leveraging digital platforms to enhance brand visibility and mitigate risks.
- Oversaw content creation, digital campaigns, and lead generation efforts, ensuring strategic alignment with organizational goals and performance metrics.
- Analyzed marketing and engagement data, identifying key trends to refine processes, optimize decision-making, and enhance project success.

Additional Employment History:

- Feldman, Fox & Morgado, PA | Law Firm | Marketing and Communications Director
- Ceelox | Biometric Security Software | Director of Marketing
- Verizon FiOS | Fiber Optics | Senior Marketing Manager
- Maritz Canada | Marketing Agency – Ford Client | Production Manager
- ATI Technologies | Graphics Chip Manufacturer | Marketing Communications Manager

Education:

- **Bachelor of Arts** | Communication & Media Studies | California State University Northridge
- **Digital Marketing Certificate** | University of South Florida (2022)
- **Certified Scrum Master** | Scrum Alliance (2024)
- **IT Cyber Security Course** | Global Pathway Studies (2025)

<u>Areas of Expertise:</u> ▪ Executive-Level Communications & Training ▪ Process Coordination & Stakeholder Engagement ▪ Change Management & Transformational Strategy ▪ Cross-Functional Team Collaboration ▪ Online Reputation Management ▪ Social Media Strategy and Analysis ▪ Content Creation & Messaging ▪ Public Relations & Press Releases ▪ Video Production ▪ Marketing <u>Project Management Training:</u> ▪ ISO, PMP, Agile/Scrum, Lean <u>Technology:</u> ▪ Microsoft O365, Word, Excel, PowerPoint, Teams, Forms, Visio, SharePoint, Project ▪ Smartsheet, Jira, Trello ▪ Adobe Creative Suite, Premiere Pro, Audition, Photoshop, InDesign ▪ Pardot, Salesforce, Constant Contact, SurveyMonkey ▪ Various Content Management Systems (CMS) <u>Security Clearance:</u> ▪ Public Trust ▪ TSA PreCheck	<u>Industry Experience:</u> ▪ Public Sectors ▪ Veterans Administration ▪ Veterans Benefits Administration ▪ Private Sectors ▪ Technology – Hardware, Software ▪ Telecom ▪ Retail, Manufacturing, Automotive ▪ Real Estate, Legal <u>Volunteer Activities:</u> ▪ SCORE, Marketing Mentor ▪ American Marketing Association, USF Chapter Advisory Board Member, Mentorship Program ▪ USF Digital Marketing Certificate Program, Steering Committee Member ▪ Copperhead Charities Valspar Championship, Hospitality Committee, ▪ International Association of Business Communicators (IABC), Board Member <u>Awards:</u> ▪ Daytime Emmy ▪ Inc. 500 Fastest Growing Company ▪ ISO Auditor – 100% Green project management ▪ Numerous Client Satisfaction Survey Awards
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