

George Kalantzis

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About...

A creative and passionate digital leader with over 20 years of UX, technology, marketing and operational experience.

Contribution...

Strategic Leadership
Team Building and Mentoring
Brand & Creative Direction

User Experience
Digital Marketing Expertise
Business & Process Analysis

Strong Technical Aptitude
Business Development
Account and Project Management

Proficiencies...

Figma, Axure, XD, Invision
Adobe Creative Suite
HTML/CSS, Javascript, .NET
SQL, SQL Server
HotJar, Pendo

Cross-browser Testing
User Testing
Optimizely, VWO
Multiple CRM Systems
Multiple CMS Systems

SEO/SEM
Email Marketing
Display & Retargeting
Social Media
Digital Analytics

Experience...

Annexus Health (Pittsburgh, PA)

Senior Director, Product Experience

Jan. 22 – Jan. 24

- o Managed and mentored Product Experience team for the business.
- o **Lead for** all Product-focused UX/UI efforts including **product strategy, experience design, workflow engineering** and customer and market research.
- o Worked with Product teams to **develop strategic roadmaps, prioritization, and go-to-market efforts** for products.
- o Led efforts to **drive a standardized Product design system using Atomic Design principles** aligned to ANT React library for scale and flexibility.
- o Led strategy for Product cleanup to **reduce UX/UI debt along with legacy technical debt.**
- o **Led business research efforts** including **interviews, user testing, surveying, customer modeling, personas/journeys, workflow strategy, and implementation of analytics measures** and tools including **NPS, SUS, Pendo and HotJar.**
- o Built working models for Agile teams to drive **design thinking, collaboration, and ideation** speed through delivery.
- o Part of **Innovation leadership** team focused on Product strategy, operations, and profitability.
- o Developed **intake process** to manage internal requests for Product and UX/UI ideas.
- o Led and supported teams for **Salesforce integration efforts** including leading and individually developing a new **Salesforce Community knowledgebase portal** within 2 months for ongoing customer training, support, and SaaS application reference.

Brunner (Pittsburgh, PA)

Vice-President, Digital Experience & Marketing Technology

Sept. 16 – Jan. 22

- o Member of Leadership Team with **ownership of Digital Experience** product line including User Experience, CMS, CRM, Marketing Automation, Digital Content Development/Production, Video and Print Production.
- o **Led team, business, and client strategy** to activate new services and partnerships that extended digital offerings and provide broader client digital opportunity.
- o **Led and mentored a 15+ member cross-functional** team to deliver integrated client work against key services.

- **Leader for** client-based strategy sessions including **journey-mapping, persona development, user testing, content strategy, website strategy/delivery, and CRM/MarTech strategies** across a wide range of clients.
- **Managed and guided multiple client accounts** across services including CRM and Marketing Automation efforts using Pardot, Eloqua, Marketo, Hubspot and Salesforce.
- **Optimized agency operations** and introduced new tools/processes to drive team collaboration, client intake, portfolio management, and ad-hoc request management.
- **Technical and MarTech liaison across agency**, working across business to help define and implement client-focused strategies.

Black Box (Lawrence, PA)

Director Digital Marketing, User Experience

Apr. 13 – Sept. 16

- **Management of cross-functional digital team** for Product business.
- **User Experience leadership for all digital efforts**, including **global redesign of Black Box website, eCommerce efforts and new product launches**.
- **Management of overall Black Box website including content strategy and eCommerce product catalog**.
- **Strategy, direction, and management** of digital marketing efforts including **SEO/PPC, display, PLA, email/CRM, and marketplaces** for Products business.
- **Led direction and operationalization of Marketing/Sales CRM efforts** including acquisition, qualification, win back, ROI and closed-loop reporting using Eloqua, Salesforce, and Microsoft Dynamics.
- **Direction for, and integration of, digital analytics** needs for Products business along with the creation of an omni-channel digital tagging model for cross-channel tracking.
- Integration of **dynamic product selectors for Black Box website and channel marketing partners** to drive awareness and purchase intent.
- **Branding direction for trade shows, website, digital marketing, and content development**.
- **Strategy, direction, and integration of global chat** needs including integration, training and ongoing support for Technical Support and Sales teams.

ThermoFisher Scientific (Coraopolis, PA)

eBusiness Director, User Experience

Jul. 11 – Apr. 13

- **Management of cross-functional team focused on corporate-wide CMS implementation/vision** for digital properties, including eCommerce websites.
- Key contributor and **User Experience lead for global eBusiness re-platforming efforts**.
- **Led efforts to redefine and standardize UX offerings** for the business including research, testing, persona development, experiential design, digital brand, pattern libraries, functional/interaction requirements, QA/testing, analytics integration.
- Key contributor in defining **cross-channel UX strategies** delivering unique experiences by channel.
- Led efforts to define **integrated digital analytics** process for key businesses.
- Led efforts to **consolidate paid and organic search** efforts for key businesses.
- Participated in **structuring of Eloqua** for email marketing, marketing automation for Laboratory Products Group business.
- Developed **lead generation strategies** for key businesses focusing on streamlining data capture, data management process, reporting, and marketing opportunities for key businesses.
- Management of yearly AOP efforts for User Experience product line.

Other experience available upon request.

References...

Available upon request.