

KRISTEN SHEPPARD

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Ameritrade | ENTERPRISE INNOVATION & AGILITY | ANN ARBOR, MI

Senior Manager of Empowered Culture & Alignment Team, April 2019 - Current

Leading the Empowered Culture and Alignment team, a team focused on strengthening and maturing the empowered culture movement at TD Ameritrade. We foster an environment for an engaged and empowered technology workforce to thrive and ultimately deliver better products faster. Currently guiding team and technology organization through the human side of transition post-acquisition announcement by Charles Schwab.

OFFICE OF THE CIO | ANN ARBOR, MI

CIO Chief of Staff, July 2018 - August 2019

One-year executive development assignment to gain broader business exposure and senior leadership development experience. Architected the use and adoption of OKRs at the portfolio level to deliver organizational transparency on top company priorities. Managed content and agenda for weekly CIO staff meetings, quarterly town halls, and monthly senior leadership events. Led and coordinated two annual Technology Senior Leadership summits.

EXPLORATION LAB [X LAB] | ANN ARBOR, MI & JERSEY CITY, NJ

Senior Specialist, November 2017 - June 2018

Researcher & Developer, May 2016 - October 2017

- Orchestrated adoption and rollout of the firmwide innovation management platform by collaborating with business partners, developing key use cases, and facilitating the onboarding process.
- As human-computer interactionist lead on team, envisioned emerging technology applications and connected it to business use cases to drive customer value – gained approval for +10 new concepts to be integrated into production.
- Enhanced method to measure success of R&D program and identified key metrics for program's active proofs of concepts and back log concepts; Developed reports and visuals for Senior Management on program's value.
- Led planning and execution of the firmwide innovation culture engagement events including Tech Talk events, ideation exercises, and hackathons of emerging technologies like bots and augmented reality.
- Developed and launched internal Django blog site, curated content for monthly newsletters, and authored several technical and non-technical blogs.

EXPERIENCE DURING & PRIOR TO EARNING M.S.



THE BROKE APP | ANN ARBOR, MI

Co-Founder, October 2014 - September 2016

- Start-up team selected to participate in University of Michigan's TechArb Incubator for the 2015-2016 year, and TechTown Detroit's Accelerator for the summer of 2015.
- Completed extensive customer discovery research to develop product feature backlog, generated a product value plan, architected application map, created a lo-fi and hi-fi prototype, and developed a MVP in Swift.
- Voted by peers and employers to receive the 1st place Inspiration, Innovation, and Impact (I3) Award, at U of M's School of Information Exposition 2015 competition and 2nd place honorable mention in the Technology category.



GOBIERNO DE ESPANA | MADRID, SPAIN

Language and Culture Assistant, September 2013 - June 2014

Designed lesson plans to engage audience (children aged 5-9) during classes and improved communication skills by learning to rephrase, focus on the most important points, and clarify complex ideas.



GOOGLE | ANN ARBOR, MI

Account Associate for Small & Medium Businesses, July 2011 - September 2013

- Managed portfolio of client account relationships representing \$500,000 to +\$2 million in revenue each quarter and advised on client sales and marketing campaigns through Google AdWords platform achieving 100% customer satisfaction levels.
- Gained deep, technical knowledge on Google products and leveraged this knowledge to build optimized Product Listing, YouTube, Search, and Display campaigns for a wide range of industries and grew accounts from low (new) to top Google revenue levels.
- Served as Crew Captain for my Agency pod and brought new ideas to team members on how to achieve sales targets which helped improve my teams' sales each quarter.
- Trained sales Nooglers (new employees to Google) on how to be successful in their sales roles; delivered trainings on product knowledge, tools, the sales organization, and sales culture.

EDUCATION



UNIVERSITY OF MICHIGAN | ANN ARBOR

Masters of Science, Information | Focuses in Human-Computer Interaction & Entrepreneurship

August 2014 - May 2016



MICHIGAN STATE UNIVERSITY | EAST LANSING

B.A. Comparative Cultures & Politics | Specializations in International Development & Latin American Studies

CERTIFICATIONS

Certified SAFe 5 Product Owner / Product Manager
Certified SAFe 5 Lean Portfolio Manager
#IamRemarkable Facilitator by Google
Certified OKR Coach by WorkBoard
Strategyzer Certified Trainer

Issued August 2020 – Expires August 2021
Issued May 2020 – Expires May 2021
Issued May 2020 – No Expiration Date
Issued August 2020 – No Expiration Date
Issued September 2020 – No Expiration Date