**FIRST NAME LAST NAME**

[email@gmail.com](mailto:email@gmail.com)

[linkedin.com/in/your](https://www.linkedin.com/in/jamesppatterson) name

Cell: 555-555-5555

**DIGITAL TRANSFORMATION EXECUTIVE**

Builds innovative organizations and products that improve the lives of millions of people and that drive business growth. Possesses over 20 years of demonstrated success and spending the past decade leading large-scale digital transformations in financial services and healthcare.

A leader who creates a compelling vision for the future and then executes on it; who recruits top talent and empowers them to do the best work of their careers; and who cultivates highly collaborative and diverse teams.

**Specialties:** leadership, digital strategy, product management, digital innovation, digital transformation, talent transformation, collaboration, mobile banking, mobile payments, machine learning, artificial intelligence, global product launch, digital sales and marketing, design thinking, digital partnerships, and entrepreneurship.

**EXPERIENCE**

**company name**, Toronto, Ontario

**Senior Vice President & Head of Digital Banking** 20XX – 20XX

Led the Digital Banking division of Company’s $40B Canadian business, including a staff of 435 that spanned product management, design, machine learning/AI, digital analytics, engineering, digital sales and marketing, finance, risk and compliance, and operations. Oversaw Company’s retail website ([Company.ca](http://www.scotiabank.ca/)) and mobile app and managed a $100M budget.

* Launched Company’s new flagship, AI-enabled mobile app to 2.6M customers in partnership with the retail business team, contact centers, and branches.
* Drove $265M in digital sales in FY2019 and increased all-bank digital sales by 800 basis points; migrated digital acquisition capabilities to the cloud, launched new digital onboarding flows, and decreased cost-per-acquisition by 21%.
* Accelerated collaboration across the bank by developing new “digital customer” metrics and establishing executive governance for top strategic priorities; partnered with business lines and corporate functions to integrate digital metrics into annual business targets and executive incentive plans.
* Co-developed and supported the launch of [Company eHOME](https://www.scotiabank.com/ca/en/personal/mortgages/scotiabank-ehome.html), Canada’s first all-digital mortgage application experience, in collaboration with Company’s mortgage business.
* Established the digital team for Company’s #1 Canadian auto loan business; developed the business strategy and launched a pilot for the first auto subscription service in Canada.
* Envisioned, developed, and deployed CompanySearch, a platform that powers search features in Company’s mobile app and improves customer support in call centers and branches.
* Embedded new first line risk function directly into Digital Banking to increase velocity and reduce operational risk.

**COMPANY2**, City, 20XX-20XX

**Vice President, Rewards, Partnerships, and Access,** 20XX

Ran rewards, digital partnerships, and exclusive access for Company’s credit cards. Led a division of 140 that included business analysis, partnerships, product management, design, engineering, and operations.

* Shipped the next-generation card rewards platform, bringing the company’s entire rewards capabilities in house, enabling rapid development of new products, and reducing annual operations costs by $5 million.
* Launched the Spotify partnership that delivered 50% off Spotify Premium to Quicksilver Card customers.

**COMPANY3**, City

**Vice President & General Manager,** 20XX-20XX

Set strategy, direction, and ran Company’s flagship software product line, which drove 40% of the company’s revenue. The software saves patient lives by enabling hospital staff to rapidly detect and address infection outbreaks in hospitals.

* Led and revamped a 50-person team spanning product management, design, epidemiology, nursing, project management, engineering, data analysis, operations, sales, and customer support.
* Deployed and scaled the software solution across 50 commercial hospitals.
* Launched pilots for the nationwide rollout of patient self-service applications for the Department of Veterans Affairs.

COMPANY4, City

**Vice President, New Product Development,** 20XX-20XX

* Created the healthcare industry’s first online hospital directory that enabled consumers to compare U.S. hospitals based on key performance measures (e.g., mortality rates) for given procedures.
* Co-developed “CarePages” pilot with leading healthcare systems to connect patients to their community of physicians, family, and friends during health challenges.
* Orchestrated CEO-level introductions and discussions between Revolution Health and AOL co-founder Steve Case and the top 20 non-profit healthcare systems in the U.S.

**EDUCATION**

**M.S., Civil/Environmental Engineering, Specialty in Computer Modeling of Environmental Systems,** University Name, 20XX

**B.S., Civil/Environmental Engineering,** 20xx, University Name, City

**Professional Development & AFFILIATIONS**

Learning as Leadership, Executive Leadership Program, 20XX

Hasso Plattner Institute of Design, University “d.school” Design School, Bootcamp, 20XX

Collaborative Gain, Product Executive Global Community of Practice, Member of Product Councils.

**INterests**

Travel, guitar; snow skiing; cycling; boating; coaching; volunteer work.