

Jeff Wilson

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SUMMARY

Strategic senior leader with a track record of transforming complex operations and driving business growth through data-driven decision-making, creative problem solving, and cross-functional leadership. Expert in building and mentoring high-performing remote teams, optimizing business processes, and leveraging analytics to deliver measurable results.

Passionate about fostering inclusive, values-driven cultures and aligning enterprise strategy with market opportunities to maximize ROI and operational excellence. Seeking high-impact remote leadership roles where I can drive innovation, empower teams, and deliver sustainable value.

EXPERIENCE

Senior Director of Brand, Communications & Research

Kyocera Document Solutions, Nov 2019 - Mar 2025

Driving transformative marketing initiatives to modernize business practices and establish a best-in-class Marketing Communication Center of Excellence. Leveraging business, customer, and market intelligence to align strategies with organizational goals, enhance operational efficiency, and deliver impactful, data-driven marketing solutions.

- Expanded the team of MarCom professionals and agencies by 200% to develop best in class content and communications in our industry with coverage of employee, reseller, and industry analyst audiences
- Developed live broadcast video production capabilities of new product launch events to reach audiences of >10k participants—a more than 20x increase in audience size
- Directly managed and responsible for all corporate affairs communications including Covid and supply chain crisis response, all legal matters and company reputation across social media
- Manage all customer surveys, data collection and market performance analysis (3-6 studies per month)
- Increased monthly website visits by 45% by optimizing content and SEO strategies
- Led marketing content & portfolio analysis for Amazon D2C sales leading to >\$1.5MM in annualized sales
- Developed full suite of performance metrics to drive measurable results in marketing content management
- Conducted cause & failure analysis leading to 25% reliability improvement of device management platform
- Led the content strategy, communications, and delivery for more than a dozen new products launches
- Led multiple corporate brand development and consolidation projects focused on consolidating corporate branding and extending company visual identity to cover new product lines and touch points

Director of IT Services Portfolio Marketing

Ricoh Corporation, Jan 2017 - Apr 2019

Led a high-performing team to drive sales growth through innovative marketing strategies, promoting new services to boost market penetration and revenue while aligning initiatives with sales objectives for measurable results.

- Identified target buyers and high-potential customers through a strategic analytics approach, utilizing customer, market, and industry data to align value statements and marketing campaigns to buyer concerns and needs
- Led the development of a new launch process and performance metrics including customer satisfaction to improve the alignment of the services portfolio to customer needs and reduce time to market by >15%
- Managed content and release of in-market messaging for new services, resulting in improved marketing campaigns and a subsequent increase in lead generation by 25%

Senior Manager PMO Governance & Development

Ricoh Corporation, Sep 2011 - Jan 2017

Established an enterprise-wide PMO post-Ricoh's acquisition of IKON Office Solutions, driving business transformation, continuous improvement, value realization and significant bottom-line impact through streamlined operations and strategic project governance.

- Established an enterprise PMO from the ground up, consisting of 12 business functions. Initial projects resulted in more than
- \$20M in benefits annually, with regular performance metric reviews for executive leadership
- Reduced total number of projects from 400+ to 150 annually, thereby improving strategic alignment, project completion rate from 30% to 80%, and increasing project bottom-line value by greater than 60% per project
- Developed and delivered process improvement and project management training to 350+ employees, increasing Project
- Management and Process Improvement in-house capability by 25%
- Managed Customer Retention project team focused on delivering improvement projects to retain at-risk major accounts which lead to protecting \$50 million in major account revenue

Chief of Staff to the CEO

Ricoh Corporation, Jun 2008 - Sep 2011

Handpicked by the CEO to work with senior leadership identifying and addressing operational challenges impacting bottom-line performance. Facilitated executive business reviews and meetings on behalf of the CEO, also representing the CEO in functional reviews when necessary.

- Successfully managed enterprise-wide initiatives and a project portfolio that delivered over \$1.4 million in bottom-line savings through operational improvements.
- Saved more than \$750,000 annually by moving delivery of HR employee training from onsite instructor-led classes to an online and self-paced platform resulting in a 70% increase in enrollment
- Decreased overall order entry errors by 50% and reduced the forms needed to submit a sales order by 38%
- Reduced cost of on-site parts inventory by \$500,000+ annually, as well as service calls by 85% resultant of implementing a new office printing infrastructure.
- Led asset management projects for printing systems, facilities and other infrastructure items.

Senior Operational Excellence Consultant

Ricoh Corporation, 2003 - 2008

- Attained over \$1.1 million in bottom-line savings by leveraging Six Sigma and strategic data analysis, driving process improvements across the organization.
- Delivered a 30% reduction in overall cycle time and enabled product managers to handle 25% more products by developing an innovative, sustainable, electronic product-launch platform.
- Spearheaded a change-management program to deploy robust, Six Sigma-based process improvement training, delivering training in the US, Canada, and Latin America.

Customer Success Manager

Ricoh Corporation, 1996 - 2003

Director, IT Systems

ColourComp Corporation, 1991 - 1996

EDUCATION & CERTIFICATIONS

Lean Six Sigma Master Black Belt

SIX SIGMA ASSOCIATES OF TENNESSEE, LLC • Issued Sep 2009

Business Administration and Management, General

MIT Sloan School of Management • 2007 - 2007

Six Sigma Black Belt (CSSBB)

Motorola Solutions • Issued Mar 2005