



# ROBERT J. CALDERA

Principal Consultant

Change | Transformation | Future of Work

## PROFILE

- ✓ **Accomplished consultant and business owner** with a career spanning over two decades at the forefront of organizational change, transformation, and the future of work.
- ✓ **Proven track record as an Organizational Change Management (OCM) leader (Prosci certified)** for complex change initiatives such as technology implementations, policy and process changes, new product/service model rollouts, adoption of new ways of working, organizational development efforts, and more.
- ✓ **Seasoned communicator** adept at coaching senior executives, collaborating with cross-functional teams, and cultivating stakeholder engagement.
- ✓ **Strategist and futurist** passionate about shaping industry and workplace trends; blends strategic foresight with innovative change management to create change-ready, future-fit organizations.
- ✓ **Offers distinctive value and thought leadership** stemming from a versatile background, diverse industry experience, and a futurist mindset.

## PROFESSIONAL EXPERIENCE

Future|Shift Consulting, Verona, NJ

2016 – Present

*Change Management, Strategic Foresight, & Future of Work Consulting*

### Managing Principal (Owner)

Founded an independent consulting practice to help organizations succeed in today's accelerated world by enabling them to anticipate and navigate disruptive change. Serve as engagement lead working closely with global project teams, executive sponsors, and managing the work of other contractors. Guide teams through the change journey, providing expert insight on the people side of transformation efforts.

Portfolio includes large transformations and smaller change projects initiated by IT, HR, or Operations. Conduct organizational assessments, build change management strategies, manage stakeholder engagement activities, lead change champion networks, coach sponsors on change leadership, and provide communication deliverables.

#### Select Project Highlights include:

- **Spinoff/Separation of Consumer Products Division (Pharma, Fortune 50)**  
Led client through a comprehensive change management process to address behavior changes needed as a result of a divestiture (i.e., a shift in employee dynamics, culture, and ways of working). Built a helpful guide and empowered them to navigate the transition successfully.
- **Product Offering and Customer Experience Transformation (Insurance, Fortune 50)**  
Delivered a very robust OCM strategy for this complex multi-year transformation program under the client's Future of Work initiative. Accounted for both program- and workstream-level change impacts across many projects and stakeholders. Built a deep change champion network, provided guidance for the creation of a Change Management Center of Excellence, and recommended HR initiatives aimed at developing a change-ready and more resilient culture built to handle the long transformation.
- **Transforming Document Management for Regulatory Compliance (Pharma Top 50)**  
Brought in to help ensure global adoption of three key systems (within a single platform) and harmonized processes for regulatory documents that spanned the lifecycle of

"If you want to change the world of work, you need a guy like Rob on your team."

– Susan Scrupski,  
SoCo Partners

## CONTACT

- 📍 : Verona, NJ
- 📞 : 917.359.9331
- ✉️ : [rob@futureshiftconsulting.com](mailto:rob@futureshiftconsulting.com)
- 🌐 : [www.futureshiftconsulting.com](http://www.futureshiftconsulting.com)
- 🌐 : [/robcaldera](https://www.linkedin.com/in/robcaldera)

## EXPERTISE

- Cultural Transformation
- Organizational Development
- Change Management Strategy
- Change Leadership Coaching
- Internal Communications
- Organizational Assessment
- Stakeholder Engagement
- Strategic Foresight
- Scenario Planning
- Workforce Strategy
- Collaboration Strategy

pharmaceutical development. This was a significant operational and cultural shift for the client. Developed and implemented a highly effective change management and communication program over a two-year period. Effort helped minimize post-launch issues and saw rapid adoption of the tool.

## Pearson Education, Hoboken, NJ

2014 – 2016

*Educational Publishing, Products & Services*

### Director of Change Management & Communications

Recruited to lead change management and communications for the launch of a new global shared services department (GCS), which was created to unify fragmented functions (content management, sourcing, and rights and permissions) under a common global framework. Served as part of the GCS leadership team and oversaw OCM activities for an integrated portfolio of projects, ranging from process improvements and policy changes to large transformations. Managed relationships with many leaders, business teams, central resources, and a direct report.

#### Key Achievements:

- **Developed and executed change and communication strategies** that helped build support and alignment for the department's mission with leaders across the company, spurring the initial momentum that put the fledgling department on the map.
- Created an internal brand narrative and identity for the new department as part of the communications program that **drove global awareness**.
- Contributed to the production of a **Change Essentials Handbook** for all employees.
- **Served as Steering Group member and Change Lead** for a high priority strategic initiative within the Higher Education division aimed at creating a new operating model and organizational structure.

## PricewaterhouseCoopers, Florham Park, NJ

2007 – 2014

*Assurance, Tax, Advisory Services*

### Senior Communications Manager

Supported diverse functions driving change and communication efforts for progressively larger and more notable internal initiatives (started job as Communications Manager, promoted in 2010). Consistently demonstrated adeptness in devising strategies, managing projects, coordinating vendors, and fostering executive involvement. Recognized for championing innovative approaches to communication and collaboration.

#### Key Achievements:

- Core member of the team that **launched and drove adoption of a social networking and collaboration platform** to 180,000 employees worldwide.
- Led comms and change for the **highly successful rollout** of a new business development methodology to the 800-person Marketing & Sales organization.
- Presented often to leaders and stakeholders (including to over 100-people at an HR town hall) on how to employ social collaboration for advantage.
- **Represented PwC on a six-month research-working group** on social collaboration for The Conference Board – contributed to whitepaper and was guest speaker on a webinar.
- **Co-led an effort to explore the first-time use of social media tools for improving internal communications**; built the business case.
- **Led workstream for the Marketing & Sales Staff Advisory Council** which developed a proof-of-concept intranet solution that would enable staff to better connect better within their markets and leverage best practices nationally.
- Managed a redesign of the U.S. Independence intranet site (a compliance function).
- Prepared urgent communications to the practice on highly complex regulatory requirements. Demonstrated ability to **distill complex ideas for mass consumption**.

## EDUCATION

MS, Management (*Specialized in Technology Management*)  
Stevens Institute of Technology,  
Hoboken, NJ

BS, Mechanical Engineering  
(*Specialized in Aerospace Engineering*)  
Hofstra University, Hempstead, NY

## CERTIFICATIONS

**Certified Change Practitioner**  
Prosci (ADKAR Methodology)

### Strategic Foresight Certifications

Certificate of Achievement  
Professional Certificate  
University of Houston

## AFFILIATIONS

Association of Change  
Management Professionals  
2023 – present

Association of Professional Futurists  
2020 – present

Change Management Institute  
2020 – 2022

Toastmasters International  
2018 – present  
*Served on Essex Chapter Board of Directors*

International Association of Business  
Communicators  
2008 – 2021

*Served on NJ Chapter Board of Directors, including as President.*

Change Agents Worldwide, LLC  
2013 – 2015

*Co-founded this network of independent and enterprise-based professionals specializing in the Future of Work*