



ROBERT J. CALDERA

Principal Consultant

Change | Transformation | Future of Work

PROFILE

- ✓ **Accomplished consultant, business owner, and change leader** with a career spanning three decades at the forefront of organizational transformation and the future of work.
- ✓ **Proven track record** helping organizations navigate complex organizational transformations, technology implementations, and cultural changes, including deep expertise in highly regulated environments.
- ✓ **Seasoned communicator** adept at coaching senior executives, collaborating with cross-functional teams, and cultivating stakeholder engagement.
- ✓ **Passionate about helping organizations evolve** beyond industrial age practices and introducing changes that foster richer employee experiences, innovation, and growth.
- ✓ **Offers distinctive value and thought leadership** stemming from a diverse and versatile background, and a futurist mindset and training (strategic foresight certified).

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. Direct complex change initiatives for **AI adoption programs**, global technology implementations, enterprise operating model shifts, and talent management transformations, among other significant changes. Advise clients through change journeys involving regulatory change, digital capability building, and leadership alignment in highly regulated environments. Deliver tailored strategies and plans spanning people, process, and technology.

Responsible for leading change workstreams on global and regional projects for mid- to large-size global clients. Select project experience includes:

- **Global Technology & Systems Implementations – Daiichi Sankyo (Top 50 Pharma):** Served as change lead for major Generative AI adoption initiatives in the US region, alongside other large-scale system rollouts in a highly regulated pharma environment. AI efforts were foundational and highly visible, helping inform broader organizational adoption (2016 – present). Key initiatives included:
 - Gen AI platforms: M365 Copilot, ChatGPT Enterprise, and an internally built GenAI assistant leveraging OpenAI and Anthropic models (change strategy, workforce enablement, communications, stakeholder engagement)
 - New Business Development CRM Deployment
 - Clinical Trial Management System (CTMS) Global Implementation and Systems Integration
 - Program and Project Management Optimization & Solution Implementation
 - Regulatory Compliant Document Lifecycle Platform (Veeva Vault suite)
 - Clinical Sample Management solution
- **Talent & Workforce Transformation – Guardian Life (Fortune 500):** Assessed readiness and led change strategy for rollout of a new talent management model focused on career mobility, leadership development, and skills-based frameworks (2024 – 2025).
- **Divestiture Impact on Culture & Workforce – Janssen (Pharma, Fortune 500):** Determined change implications for the supply chain function during separation of consumer health business and built a robust change management plan (2023).

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

– Susan Scrupski, PwC, Change Agents
Worldwide founder

CONTACT

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EXPERTISE

- Change Management
- Change Leadership Coaching
- Organizational Development & Effectiveness
- Workforce & Digital Transformation
- Technology Adoption / GenAI
- Stakeholder Engagement
- Employee Communications
- Cultural Change
- Strategic Foresight
- Thought Leadership
- Coaching & Mentoring
- Trusted Advisor
- Public Speaking

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

- **Future of Work & Change CoE** – Prudential (Fortune 50): Led change strategy for a division-wide transformation introducing new digital tools, service models, and talent strategies. Partnered with HR and program leaders to build a sustainable change program and launch a champion network, while also supporting the development of a Change Center of Excellence (2019 – 2020).

Pearson Education, Hoboken, NJ

2014 – 2016

Educational Publishing, Products & Services

Director of Change Management & Communications

Led change management and communication for a new global shared services department. Served on leadership team and as Change Lead for multiple strategic initiatives, including operating model transformation and global policy rollout. Managed relationships with many leaders, business teams, organizational development group, and a direct report.

- Developed the department's internal narrative, *gaining executive alignment and support*.
- **Led change efforts** for an enterprise-wide Rights & Permissions system implementation.
- Contributed to Pearson's **Change Essentials** Handbook and internal Change Management Community of Practice.
- Participated in Pearson's **People Task Force** to improve managerial effectiveness and embed Pearson's values within teams (drafted messages, lead focus groups, workshops).

Change Agents Worldwide

2013 – 2015

Professional Association & Consulting Consortium

Co-Founder

Helped found and run a network of forward-thinking and passionate business change agents, specializing in Future of Work technologies and practices. Included an experimental consulting arm aimed at disrupting the traditional consulting industry that brought together independent change agents to serve clients collectively.

PricewaterhouseCoopers, Florham Park, NJ

2007 – 2014

Assurance, Tax, Advisory Services

Senior Communications Manager (2010-2014), Communications Manager (2007-2010)

Directed change communication initiatives for global platforms, regulatory programs, and strategic transformations across multiple functions, including the **US Marketing & Sales Team**. Consistently demonstrated adeptness in devising strategies, managing projects, coordinating vendors, and fostering executive involvement. Recognized for championing innovative approaches to communication and collaboration.

- Core member of team that led **global change strategy** for launch of a social collaboration platform across 180,000+ employees. Selected to **represent PwC in a research-working group** on social collaboration for The Conference Board.
- Led communications and change for the **highly successful rollout** of a new business development methodology to the 800-person Marketing & Sales organization.
- Developed communication plans and sensitive messaging for Independence Office strategic initiatives, including regulatory updates, organizational restructuring, and internal campaigns to shift company perceptions and behaviors around independence policies. **Distilled complex regulatory concepts for mass consumption.**

Kajima Construction Services, Rochelle Park, NJ

1999 – 2007

Construction Management, Design-Build Services

Held multiple visible roles in the Corporate Headquarters working closely with the senior executive team culminating in **Manager of Corporate Communications and Knowledge Systems** but spent the first five years as **National Marketing Coordinator**. Work focused on business transformation, executive communications, and high-profile change initiatives to improve marketing, sales, and collaboration strategies.

Urbitran Associates, New York, NY

1992 – 1999

Civil Engineering, Transportation Planning, Environmental Impact Assessments

Marketing Manager (1997 – 1999), Marketing Coordinator (1995 – 1997), Engineer (1992 – 1995)

AFFILIATIONS

Future of Work Alliance

2024 – present

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 County Chapter Board of Directors

International Association of Business Communicators

2008 – 2021

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

SELECT MEDIA

- Contributed to Tata Consultancy Services' survey and report on ["Why futurists are optimistic about AI's impact on work"](#) (2024)
- Future|Shift Consulting Point of View: ["Reframing the Future of Work through the Lens of Change"](#) (2023)
- Essay in ["Aftershocks and Opportunities – Scenarios for a Post-Pandemic Future"](#) by Fast Future Publishing (2020)
- Guest on *Informing Choices* podcast with Steve Wells
 - [The Path to Technotopia or Climate Change Fueled Dystopia](#) (2023)
 - [Convergence of Trends in the Future Workplace](#) (2023)
 - [The Future of the Way We Work](#) (2020)
- Guest on *Change on the Run* podcast:
 - [Creating a Change Champion Network](#) (2020)
- 2020 Drucker Forum, Special Audio White Paper Series: [Episode 3: Leading Change](#)