

ROBERT J. CALDERA

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CHANGE LEADER / CONSULTANT

Organizational Change Management | Strategic Foresight | Future of Work

Dedicated to helping organizations make the transformational shifts needed to adapt to the “Future of Work” and thrive in this ever-increasing accelerated age. Applying **nearly three decades of experience** as a change agent to building strategies aimed at making organizations more adaptive, responsive and change ready.

Significant experience employing change management techniques and methodologies to drive internal change on initiatives ranging from implementations of new systems, processes, and policies to organizational restructurings, rollout of new product/service models, digital/social strategies, and HR/people development efforts.

Certified Change Practitioner (Prosci) and certified in the discipline of **Strategic Foresight** (Univ. of Houston)

PROFESSIONAL EXPERIENCE

FUTURE|SHIFT CONSULTING LLC, Verona, NJ

2016 – present

Management Consulting

Managing Principal & Consultant

- Guiding clients through the process of mapping out organizational change management strategies for transformational initiatives, providing expert insight. Extensive experience in the Pharma industry.
- Developing and executing comprehensive change management plans, while serving as Change Lead embedded within client project teams (conduct stakeholder impact assessments, change readiness analyses; manage stakeholder engagement; lead change champion networks)
- Providing internal communication services in support of change initiatives (develop project narratives; draft stakeholder communications; create briefing decks; prepare/ publish newsletters; produce promotional project pieces; create and maintain intranet project pages; oversee creative agencies)

Key project examples include:

- **Clinical Trial Management System (CTMS) Global Implementation**
Developed strategy and detailed change management plan; led change team for the roll out of a global software platform for managing clinical trials (planning, performance tracking and reporting).
- **Insurance Client Organizational Transformation**
Helped get the change management efforts off the ground for a large transformation program (part of a Future of Work initiative) within a division of a Fortune 50 financial company. Developed a robust change management strategy that included program-level plans, workstream facilitation, and HR initiatives aimed at building a change-ready culture.
- **Optimization of Trial Master File and Clinical Trial Management Systems**
Fast-tracked project (one month) to provide an assessment and develop a strategy for change management efforts required for the re-launch of two critical systems.
- **Document Management Platform for Regulatory File Management**
Communications lead and change management support for an 18-month global implementation of a suite of cloud-based document management systems that span the lifecycle of pharmaceutical development.

PEARSON EDUCATION, Hoboken, NJ

2014 – 2016

Publishing, Education Products & Services

Director of Communications and Change Management

Led a small Change Management & Communications team in support of the Global Content Solutions (GCS) and Higher Education organizations. Served as part of the GCS leadership team. Developed and led an integrated portfolio



of change and communications projects, ranging from process improvements and policy changes to large transformations. Managed relationships with many leaders, business teams, and central resources. Participated in the Higher Ed People Task Force (employee development and engagement initiatives). Highlights include:

- **Internal communications:** Created a communications program and brand identity that built awareness and support for GCS's purpose of unifying fragmented ways of working under a common global framework.
- **Rights & Royalties Transformation:** Led change management for the Rights & Permissions workstream of this enterprise-wide process redesign and system implementation.
- **Higher Ed Product Development Review (PDR):** Served as communications/change lead and steering group member for this high priority initiative aimed at creating a new operating model and organizational structure. Developed a people-focused change and communications strategy that included a more collaborative approach.
- **Pearson's Change Management Community of Practice** – active participant and contributed to the development of a Change Essentials Handbook for non-change professionals.

PRICEWATERHOUSECOOPERS, Florham Park, NJ**2007 – 2014***Assurance, Tax, Advisory Services***Senior Communications Manager (Social Collaboration & Knowledge Services) 2011 – 2014**

Drove the communications and change strategy for the launch and adoption of a social networking and collaboration platform to over 180K employees worldwide and helped teams adapt to a more open and collaborative way of working. Presented often to leaders and stakeholders on how to employ social collaboration for advantage and how to communicate and drive these changes (e.g. presented to an audience of over 100-people at an HR town hall).

- Represented PwC on a 6-month research-working group on social collaboration for The Conference Board – contributed to whitepaper and was guest speaker on [“Getting impact from internal social collaboration”](#) webinar.

Also served as communications lead for the Knowledge Services Organization (starting in 2/13); worked with leadership to roll out staff development programs, a leadership blog, and technology changes.

Senior Communications Manager (Marketing & Sales) 2010 – 2013

Built and executed comprehensive internal communication programs in support of external marketing initiatives and internal change efforts within the 800-person M&S team. Managed multiple stakeholders and advised internal clients, providing subject matter expertise on communications, intranet strategy, and change management.

- Pursuit™ methodology rollout: Prepared the change-focused communications strategy for this high profile and highly successful M&S initiative

Communications Manager (Independence Office and US Communications Team) 2007 – 2010

- Independence Office (part of Risk Management): Prepared communication plans and sensitive leadership messages for organizational restructuring, staff development and retention, town halls, policy updates, complex regulatory requirements, and internal marketing initiatives to build awareness and shift perceptions.
- Co-led an effort to explore the first-time use of social media tools for improving internal communications. Drafted project goals, built business case and presented strategy and recommendations to team leadership.

KAJIMA CONSTRUCTION SERVICES, Rochelle Park, NJ**1999 – 2007***Construction Management, Design-Build***Manager, Corporate Communications & Knowledge Systems 2006 – 2007****Business Systems Analyst / Web Strategist 2004 – 2006****National Marketing Coordinator 1999 – 2004**

Held visible positions within the corporate headquarters working closely with the senior executive team. Coordinated the marketing efforts of five regional offices, managed national marketing initiatives, led all web-based projects, and prepared C-suite internal communications. Built business cases and managed high-profile change initiatives to improve how employees share information, communicate actions, and collaborate virtually. Received the Kajima **President's Award** as part of the team that pioneered Kajima's record sales activities in the Telecom industry.



URBITRAN ASSOCIATES, INC., New York, NY

1992 – 1999

Consulting Engineering, Transportation Planning

Marketing Manager

1997 – 1999

Managed five-person team reporting to the President. Oversaw submittal of all client proposals.

Marketing Coordinator, Project Engineer, Transportation Planner

1992 – 1997

EDUCATION & CERTIFICATION

MS, Technology Management, Stevens Institute of Technology, Hoboken, NJ

BS, Mechanical Engineering, Hofstra University, Hempstead, NY

Certified Change Practitioner, Prosci (ADKAR methodology)

Certificate in **Strategic Foresight**, University of Houston

PROFESSIONAL AFFILIATIONS

Change Management Institute (CMI), 2020 – present

Association of Professional Futurists (APF), 2020 – present

Toastmasters International, 2018 – present

- Essex Toastmasters Chapter Board of Directors – Treasurer

International Association of Business Communicators (IABC), 2008 – 2020

- NJ Chapter Board of Directors, 2010 – 2015, 2017-2019
- Positions held: President, Past President (advisor), VP of Professional Development, VP of Social Media

Co-founder and member, Change Agents Worldwide, LLC, 2013 – present

- A network of independent and enterprise-based professionals, specializing in the Future of Work, who share a passion for helping forward-thinking leaders adopt new and better ways of working for their organizations.

Social Business Council, 2010 – 2013

- A community of practice for enterprise professionals executing social collaboration strategies.