

Phillip Keiken

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Background

Phillip Keiken is Farm Credit Services of America's Senior Vice President of Digital Strategy and previously served as a Co-Founder with TD Ameritrade's Innovation Incubator tasked with identifying solutions to disrupt the investment space and drive entry into new markets. He has over 25 years of experience in design, product strategy, and innovation. In his current role as SVP, Phillip oversees digital products and services, experience design, and digital partnerships. Phillip also guides the company's digital transformation with ~700m in loans being driven through the digital channel and ~\$3B in partner distribution channels.

Prior to joining Farm Credit Services of America, Phillip served in numerous leadership roles advising companies on digital transformation, product management, and experience design, including Allstate, OfficeMax, State Farm, UL, MB Financial, Caremark, Anixter, and others.

Farm Credit Services of America

April 2020 – Present

SVP of Digital Strategy

- Led the Digital Products & Services, User Experience, and Digital Partnership teams to empower and serve customers.
- Advised Executive Leaders and the FCSA Board on our digital transformation, omni-channel roadmap, and new revenue models.
- Enabled business outcomes through product discovery and delivery utilizing the scaled agile framework (SAFe) and utilized a PIO concept for innovation.
- Guided our Digital Partnership team in the expansion of our national partner network and evolution of embedded finance opportunities.
- Developed the strategic plan for digital offerings and commercialization across our suite of lending products.
- Led our digital partnership team in researching, identifying, and commercializing products through new distribution channels yielding ~\$3B in new originations.
- Led the expansion of our digital channels (mobile and desktop) to yield ~\$700M direct-to-consumer in digital originations.
- Established governance and measurement programs and methodologies to ensure visibility to objective and outcome realization.
- Instituted key innovation and product models incorporating utilization of the Lean Business Canvas, OKRs, Design Thinking, and others.
- Collaborated with Business Leaders, Marketing, Innovation, Technology, and Operations teams to bring our digital aspirations to fruition.
- Assigned to our Enterprise Prioritization Board and Enterprise Business Agility Team to select and ensure we focused on the most valuable work for the enterprise.

- Championed effective change management through collaboration with change managers and institution of a 'digital change advocate' program across the enterprise.
- Defined and managed a comprehensive multi-year digital strategy to increase new customer acquisition, deepen wallet share, and reduce customer attrition.
- Participated in enterprise strategic planning across business lines including Insurance, Real Estate, Equipment & Machinery, and Operating.
- Identified business objectives, outcomes, and measurable success criteria for the digital branch of our strategic initiatives.
- Guided our Digital Experience Platform (Adobe) selection and delivery model including our objective to deliver an integrated Salesforce/Adobe digital experience.

VP of UX

- Collaborated with cross-functional teams to leverage various disciplinary concentrations from discovery through delivery.
- Led the user experience discipline with core functions including UX Strategy, Design Research, Interaction Design, and Visual Design.
- Mentored and coached team members and provided professional development guidance.
- Incorporated design thinking concepts within the SAFe model for agile delivery.
- Led recruitment efforts and hiring for various Experience Design roles.
- Instituted incorporation of a PI0 within SAFe to ensure discovery and innovation as an input to our investment portfolio.
- Participated in and provided guidance to the Product Management Advancement Group to establish enterprise standards, methodologies, and portfolio management.
- Evangelized the value of experience design and modern product management approaches.
- Developed a talent strategy to support longer-term program needs and participated in culture evolution.
- Provided guidance and participated in the DXP & Digital Banking Workgroup yielding a recommendation for the Executive Team.
- Acted as the Sponsor for ei2 (Business Technology Innovation Group).
- Sponsored our HatchX Program (internal innovation incubator) including the exploration of opportunities such as embedded finance and open banking.

Discotech, TD Ameritrade's Innovation Incubator

Co-Founder & UX Lead | April 2019 – April 2020

- Collaborated with Bionic to institute design thinking and lean startup concepts into an approach for business incubation and problem identification.
- Generated solution alternatives within our Opportunity Area to drive entry into new markets.
- Led and participated in efforts to validate problems, build and test solutions, and establish business models.
- Experimented with solution concepts to validate/invalidate assumptions to generate insights.
- Performed qualitative analysis through interviews to identify problems and challenges as they relate to personal finances and investing.

- Generated assumptions and identified inputs to establish TAM & TAP and revenue models.
- Conducted secondary research to establish knowledge of the industry and our target audience.
- Delivered the Alt + Shift MVP to validate product-market fit.
- Presented and 'pitched' the Board with business updates and funding requests.

Keiken Design

UX & Product Strategist (Innovation Lead) | January 2017 – April 2019

- Managed and led User Experience Design for various clients performing a range of leadership and delivery activities.
- Educated and instituted design thinking concepts into client's ideation and solutioning approaches.
- Represented the Experience Design discipline on enterprise programs working with a broader set of internal business units.
- Partnered with executives to generate roadmaps for product transformation and evolution.
- Provided guidance and leadership to internal design and innovation teams.
- Performed user research and business analysis to identify goals and scenarios.
- Coordinated the user experience effort and managed plans for cross-disciplinary programs.
- Collaborated with IT, Marketing and Business Stakeholders to ensure successful delivery and team development.
- Participated in the generation of concepts, prototypes, and user testing.
- Presented to 'C-Level' executives to ensure strategic alignment and adoption.

UXFACTORY

Chief Experience Officer (CXO) | January 2010 - December 2016

- Founded and developed an experience design agency comprising disciplines including Digital Strategy, User Research, Information Architecture, Design, UI Development and User Testing.
- Led the acquisition of UXFACTORY to the Planet Group of Companies.
- Participated in roadmap generation, problem validation, solutioning, and experimentation to accelerate business creation and product development for the Fortune 500.
- Instituted a customer-centered approach to global innovation and product evolution.
- Established a framework outlining a design thinking philosophy and approach to educate client enterprises.
- Provided guidance and leadership to corporations on the maturation of their innovation approach, UX practices and delivery of enterprise digital programs.
- Identified new business offerings and revenue channels for clients and led efforts to commercialize products.
- Collaborated with Marketing, IT and Business Leaders on strategy, budgeting, and program delivery.
- Conducted UX activities and 'hands-on' support to our internal teams and delivery of client solutions.

- Created an interview process consisting of screening, interviews, and workshops to identify candidates and gauge competency.
- Mentored and coached teammates supporting their continued professional development.
- Maintained P&L responsibility for select Service Offerings.
- Provided leadership and mentorship to internal employees and client teams.
- Participated in Executive Leadership Teams as a representative of Digital Direction.
- Articulated KPIs and mapped them to Business Needs working with Marketing & Technology teams.
- Led the creation of digital strategy roadmaps enabling synergy between traditional and digital business through an omni-channel experience.
- Performed competitive analysis, market assessment and experimentation for opportunities and offerings.

Clients included: MB Financial, Allstate, State Farm, Sentry Insurance, McDonalds, OfficeMax, AbbVie, Motorola, Anixter, UL and others.

Web Works Marketing

SVP Product & UX | January 2009 – April 2019

- Founded a company serving the SMB space through design, development, and marketing of web sites for desktop and mobile presentation.
- Established an inside sales organization focused on web design and development sales.
- Created a model to effectively manage customer accounts and maintenance.
- Expanded service offerings beyond small business websites to enterprise consulting services.
- Introduced new client offerings including social networking, CPL management and Reputation Management Programs.
- Segmented the education vertical as its own P&L due to volume through that channel (Web Works Education).
- Assisted with operational responsibilities to establish structured financial reporting.
- Monitored sales team via collaboration, call volume, call-demo ratios and demo-close ratios.
- Defined compensation structure for sales organization and performed typical management functions and personnel hiring.

Delta Solutions & Delta Pharma

Chief Strategy Officer (CSO) | January 2002 – December 2008

- Created a professional services organization as a core vertical offering focused on pod-based models for consulting initiatives.
- Led the creation and growth of our practices and focus areas including Disciplinary Offerings, Content Management and Portal Integration for digital experiences.
- Mentored employees and consultants to support their maturation within the firm.
- Identified territories and opportunity areas to define forward-thinking strategic direction.
- Co-founded the clinical staffing and CRO, Delta Pharma, to service the pharmaceutical and clinical space.

- Generated industry specific marketing targeting multiple verticals including Financial Services/Insurance and Life Sciences (clinical). This positioning enabled us to establish a client base including Astellas, Takeda, Baxter, Northern Trust, ABN AMRO, Encompass Insurance, TransUnion, BCBSIL, and others.
- Collaborated with organizational entities including, but not limited to, Business Units, Corporate Communications, Legal, Information Technology, and Executive Teams to sell consulting/professional services.
- Led marketing efforts to accurately outline our service offerings and establish an effective brand.
- Established and managed partnerships and extended software relationships offering UX Capabilities to 3rd party Professional Services Organizations within Interwoven, BEA, IBM, and Stellent.
- Worked with “C-Level” Executives to secure large-scale engagements and evangelize the value of a customer-centric philosophy.
- Collaborated with delivery to ensure successful implementations such as re-architectures, custom development, integration solutions, web-based design, and application development.
- Participated in the creation of a proprietary Software Process Framework (SPF) to outline our consulting services delivery model and integration of UCD concepts.
- Collaborated with partners and our investment bankers to prepare for the sale of our companies.
- Generated pitch materials and presented to executives leading to the acquisition by Vedio North America (Randstad)

Clients included: John Deere, DeVry University, Caremark/CVS, Wendy’s, Northern Trust, Chicago Mercantile Exchange, and others.

Ionik

Managing Partner & VP | January 2000 – December 2001

- Created a professional services company focused on digital strategy.
- Acquired clients including ABN AMRO, SilverStream Software, Motorola and others.
- Generated over \$1 million in revenue within the first year of operation.
- Established a business development and account management team.
- Participated in client-facing strategy work sessions to provide insights and expand sales opportunities.

Sapient

Sr. UX Lead | July 1999 – December 1999

- Managed the creative professional services organization including designers, information architects and content strategists.
- Oversaw and managed the expectations of executive sponsors, business unit leads, end-users, and internal teams to deliver a digital business offering, ‘online advisor workstation’.
- Facilitated sessions and qualitative analysis to define business objectives, requirements, process re-engineering, technology requirements, etc.
- Provided leadership to both clients and internal teams including practice integration, deliverable integration, portal practices, and process alteration.
- Analyzed the functional capabilities of e-business portal platforms and selected Vignette.

Centrifusion

Chief Creative Officer & Co-Founder | December 1997 - June 1999

- Participated in the sales process of major accounts collaborating with “C-Level” and “VP-Level” Executives.
- Managed the creative professional services organization including designers, information architects and content strategists.
- Expanded professional services offerings to adhere to a software development lifecycle including comprehensive integration and application development services.
- Generated sales for fixed-bid, project-based engagements with companies such as Northern Trust, Wallace Corporation and Hewitt Associates expanding our clientele significantly.
- Proposed and secured multi-million dollar engagements leveraging a professional services model.
- Leveraged partners (ATG Dynamo, Microsoft, and others) to jointly target accounts.
- Generated concepts and managed the production of new marketing materials (websites, multimedia presentations, brochures, etc.) emphasizing our transition to a professional services organization.
- Led enterprise-scale web programs and delivered artifacts such as navigation maps, wire frames, and visual concepts.

Clients included: Hewitt Associates, Baxter, iExplore, Northern Trust, Wallace Corporation, and others.

Rush Medical Center

Web Manager & Designer | July 1997 – December 1997

- Supervised all aspects of the Rush Internet and Intranet.
- Restructured the Rush Web Site to be more functional and visually intriguing.
- Collaborated with executive management to develop web policies, standards, and content management requirements.
- Established HTML templates for production of the Rush Internet and Intranet.
- Acted as liaison to all groups within Rush in the determination of business requirements and user needs.
- Managed programmers and other disciplines to develop functional online utilities.

Education

Illinois State University

Degree: Bachelor of Fine Arts, Design Concentration

Northwestern University | Kellogg School of Management

Certification: Product Strategy

Honors and Recognitions

- Published Author : Mind the Product
- Guest Lecturer : DePaul University
- Guest Lecturer : DeVry University

- Awards Judge : NA Customer Centricity Awards (ARCET Global)
- Panel Participant : NA Customer Centricity Awards (ARCET Global)
- Mentor : INCubatoredu Program
- Speaker on Digital Strategy & Customer Experience
- UXFACTORY acquired by The Planet Group of Companies
- Delta Solutions & Delta Pharma acquired by Vedior North America (Randstad)
- 2004-2006 BEA User Group Leader
- 1999 HOW Magazine July Issue : Project Mention
- 1999 I.D. Magazine Interactive Design Annual : Silver Award
- 1999 Macromedia Site of the Week : DHTML Zone
- 1999 Project Cool Site of the Day
- 1998 HOW Design Self Promotion Annual : Interactive Media Merit