Tony Parham

Durham, NC | 617-388-9444 | tparham@alum.mit.edu | linkedin.com/in/tonyparham | tonyparham.com

SEASONED LEADER WHO NAVIGATES COMPLEXITY, CREATES CLARITY, AND DELIVERS OUTCOMES

Enterprise-scale executive with a repeatable pattern of stepping into complex, ambiguous environments, assessing current state, aligning cross-functional leaders, and creating clarity which enables execution and measurable outcomes. Proven leader-of-leaders with experience building and evolving organizations, shaping operating models, governing large portfolios, and improving customer and associate outcomes across financial services, technology, and government.

CORE STRENGTHS

- Strategy-to-execution translation; operating model design; prioritization, governance.
- Executive team leadership; culture building; talent development; change leadership
- Cross-business alignment across Sales, Product, Technology, Operations, Marketing, Finance, Compliance, and Client Service.
- Field enablement, deployment, communications, workflow simplification, and customer / associate experience improvement.
- Data governance, CRM enablement, scalable workflow design, and operating-rhythm creation.
- AI enablement and responsible adoption; digital transformation; executive decision support.

PROFESSIONAL EXPERIENCE

Fidelity Investments | Durham, NC

SVP, Head of Core Sales Optimization, Workplace Investing *Nov 2023 – Present*

- Clarified sales process priorities, establishing a focused set of initiatives tied to growth, advisor experience, and operational efficiency.
- Reduced friction across key workflows (payroll integration, service model gaps), improving speed and consistency of field execution.
- Delivered measurable outcomes through operating-model improvements, including increasing internal NPS from 26 to 83 and helping support record sales performance against elevated goals.
- Lead AI enablement across the sales ecosystem through use-case identification, prioritization, documentation, and training. Member of two AI steering committees shaping internal prioritization and external messaging.
- Created and am leading a cross-functional *Introductions for Consideration* (IFC) initiative to redesign fragmented referral processes. Conducted an enterprise listening tour, aligned stakeholders, and established governance (SteerCo, Data Councils) and a Salesforce-based proof of concept to enable a scalable, standardized partner referral model.
- Member of the North Carolina Regional Leadership Team, helping shape site-wide culture, talent strategy, and cross-business initiatives for 9,000+ associates.

Tony Parham
INNOVATION. LEADERSHIP. RESULTS.™

Fidelity Investments | Durham, NC

Senior Vice President, Head of Sales Innovation & Enablement, Workplace Investing *Jun 2021 – Oct 2023*

- Built and led a newly created organization of ~35 associates (including multiple senior leaders and vice presidents) to improve content quality, enablement, automation, and digital engagement across Workplace Investing Sales.
- Scaled throughput across approximately 295 client presentations, 411 RFP covers, and 1,500 RFP responses in one year while strengthening operating rhythms and field alignment.
- Developed the roadmap for virtual, hybrid, and VR-enabled client experiences, aligning field, product, and technology stakeholders on phased delivery.
- Delivered 28 communications and 140 updates in one year to support field readiness and strengthen advisor / TPA participation in sales opportunities.

Fidelity Investments | Boston, MA

Vice President, Innovation & Strategy, Fidelity Labs / FCAT *Dec 2015 – Jun 2021*

- Designed and governed an incubator stage-gate process to evaluate ideas, improve decision quality, and focus resources on high-potential ventures and enterprise change initiatives.
- Researched and created the business case for a new $50M–$100M venture
- Led RFPs, vendor analysis, and strategic planning for a cloud-based brokerage platform.
- Directed an award-winning enterprise innovation crowdsourcing program, executing 40+ campaigns per year (including an initiative which delivered $36M in cost savings).
- Launched innovation curriculum & training to spread “Innovation DNA” across the enterprise.
- Grew the Patents Program to 200+ filings with strong NPS.

Commonwealth of Massachusetts | Boston, MA

Government Innovation Officer (Chief Innovation Officer) *Jul 2012 – Dec 2015*

- Appointed as the Commonwealth’s first Chief Innovation Officer, leading transformation initiatives across a $36B enterprise spanning 67,000 employees and 141 agencies.
- Built and led an organization of ~35 employees, which included the Commonwealth Webmaster’s team and several leaders with downstream teams.
- Identified, funded, and executed high-impact initiatives. (One initiative generated $7M in annual recurring revenue from a one-time $1M investment.)
- Created, launched, and led the Innovation Fellows program.
- Modernized citizen-facing digital services, including mass.gov and enterprise social-media policy.
- [More results profiled in 2014 and 2013 annual reports.]

CrossTech Ventures | Canton, MA

Chief Technology Officer & Executive Director *Sep 2010 – Jul 2012*

- Guided product and technology strategy for a venture portfolio spanning SaaS, mobile, pharma, data, and social media marketing, with emphasis on enterprise customer needs and scalable operating models.
- Led evolution of a clinical-trials SaaS platform, supporting revenue growth from $3.5M to $6M while introducing mobile and analytics capabilities.
- Worked directly with management teams and investors on product direction, prioritization, and growth planning across multiple ventures.

TKG Management Consulting | Boston, MA
Managing Director & Founder *Jul 2005 – Dec 2015*

- Provided strategic marketing, product strategy, digital transformation, and innovation-governance consulting to startups, nonprofits, and Fortune 100 companies.
- Developed go-to-market strategies, value propositions, business plans for venture funding and board-level decisions. Delivered executive coaching and strategic advisory support.
- Helped clients navigate ambiguity, frame decisions, and translate strategy into executable plans and operating models.

IBM Software Group (SWG) | Cambridge, MA
Program Director, e-business Transformation (Strategy & Portfolio Oversight) *2000 – 2005*

- Owned and led a $42M global portfolio of 27 initiatives spanning e-commerce, e-marketing, portals, and e-care, with ~310 professionals accountable to me for funding and governance.
- Delivered $300M+ ROI through modernization of IBM's digital presence / eCommerce capabilities.
- Appointed as SWG Worldwide CRM Re-engineering Partner for Siebel deployment to 10,000 marketing, sales, and business-partner users; accountable for a $22.8M budget.
- Created IBM's first enterprise web scorecard to improve content quality and governance.

EARLIER CAREER HIGHLIGHTS

Lotus Development Corporation (Cambridge, MA)

- Held product management and product marketing leadership roles shaping strategy, pricing, positioning, and messaging for Lotus Notes and UNIX products. Installed base doubled from 700K to 1.4M licenses.
- Earned PC Magazine "Editor's Choice," Open Computing "Product of the Year," and Business Week "Product of the Year." Led global Telco / ISP partner programs, early SaaS-based offerings.

EDUCATION

- **MIT Sloan School of Management:** M.S., Management (Marketing, Strategy, Entrepreneurship); Seley Scholar (Sloan's highest honor), Marketing Teaching Assistant, Exxon Fellow, NBMBAA Barbara Stubblefield Scholar, Master's Program Committee Liaison, New Venture Association, Ethics Task Force. Finalist: Boston Consulting Group Strategy Competition.
- **University of Southern California**: M.S., Computer Science.
- **Massachusetts Institute of Technology**: B.S., Computer Science

BOARDS & PROFESSIONAL ACTIVITY (excerpts)

- **MIT Sloan School of Management**: Board of Governors; Frequent speaker on innovation, marketing, strategy, and career development.
- **William Peace University**: Board of Trustees; Committees: Executive, Presidential Search, Academic Affairs, Business Operations, Chair: Nominations & Governing ("NomGov").
- **North Carolina Central University School of Business**: Board of Visitors
- **Council for Entrepreneurial Development (CED)**: Board member
- **Triangle Tech Speaker Series**: Co-Founder & Host for Fidelity events on tech-forward topics.
- **Fidelity Investments**: North Carolina Regional Leadership Team
- Licenses: FINRA Series 7, 24; NASAA Series 63