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| BARBARA LEHMAN | lehmanba0303@gmail.com www.linkedin.com/in/barbaralehman |
| Glen Mills, PA 19342 | 215.806.9164 |

 **Managing Director/VP, Digital Product & Transformation**

**Customer-Centric Digital Leader** that specializes in ushering organizations into the digital enterprise era with over 15 years of successfully delivering across customer life cycle: digital marketing, E-Commerce, product management, digital platforms, analytics, omni-channel experience management, digital adoption and large-scale cross-functional technology initiatives. Data-driven, insightful, and creative, highly valued for the ability to start-up new business opportunities, develop strategies, implement holistic technology roadmaps, deliver innovative product solutions, drive improvements in NPS and customer retention. Talented in managing complex programs across the organization and leading teams to top performance.

**Areas of Expertise**

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| * Executive & Team Leadership | Strategic Planning & Execution | Change Management
* Product Strategy & Management | Product Innovation |Market Research & Analysis
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| * IT Infrastructure & Cloud Computing (Azure, Sitecore) | Cybersecurity & Compliance Governance
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| * Digital Transformation & Technology Modernization | Enterprise IT Operations & Service Management
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| * Customer Journey & Digital Experience Optimization | Leverage AI frameworks to increase efficiency
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| * Program & Portfolio Management | Scaled Agile Framework (SAFe) & Agile Transformation
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| * E-Commerce & Digital Commerce Strategy | Product Management | P&L Responsibility
 |
| * Marketing Technology & AI-Powered Automation | SEO/SEM & Performance Marketing
* Process Improvement & IT Governance | Platform Architecture & Enterprise Systems
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**Industries**: Real Estate | Media & Entertainment | Energy | Financial Services | Banking

**Companies**: Greystar (3 yrs) | Comcast (10 yrs.) | UGI Corp – AmeriGas (3 yrs.) | Vanguard (14 yrs.) | Advanta Bank (1 yr.)

**Career Highlights**

* **Leveraged AI technology** to drive **43% month-over-month SEO growth**, creating **300+ new pages in 13 weeks** and achieving a **69% increase in AI-driven content clicks in the first month**, along with a **200% boost in blog clicks within four months**.
* **Overhauled IT infrastructure**, conducting a **comprehensive audit** and executing **key upgrades** to enhance **performance, security, and scalability**, aligning with industry standards.
* **Improved customer satisfaction**, driving a **26-point increase in CSAT, a 20-point NPS boost, and a 22% rise in close rates** at AmeriGas by launching a **formalized customer journey program** across the organization.
* **Transformed Comcast’s B2B E-Commerce experience**, increasing **NPS by 35 points**, **reducing operational costs by 45%**, and implementing **ITIL-based service delivery processes** to improve efficiency.
* **Led the transition from an outsourced to an in-house IT Operations and Service Management framework**, achieving **over $1M in cost savings** while enhancing **service efficiency and reliability**.
* **Increased online B2B sales performance at Comcast by 550%**, improving **conversion rates from 2.9% to 18.9% in just seven months** by reversing a **performance deficit caused by misaligned strategy and ineffective optimization**.
* **Recipient of the Xfinity Extraordinary Award – ‘The Architect’**, recognized for the ability to **build relationships, connect the dots across the organization, and drive transformational change**.

**Professional Experience**

**Greystar,** Charleston, SC

*A 11.6B real estate and investment company*

**Managing Director, Digital Product Sept. 2022 to April 2025**

Recruited to spearhead a comprehensive global digital transformation initiative, encompassing B2C digital experience, social media engagement optimization, and the establishment of global digital governance protocols. Responsible for fostering global connections to support digital business requirements and foster a unified digital strategy approach. Implemented a robust compliance governance model, collaboratively ensuring digital adherence across the organization, while effectively driving higher digital lease conversion rates and elevating critical site experiences, all within the constraints of a limited budget. Full Profit and Loss responsibilities.

* **Developed and launched a new revenue-generating platform**, creating an internal property website solution for owned and third-party assets, rolling out to 87 properties in the first year to support strategic growth and 2025 revenue goals.
* **Comprehensive Digital Strategy Development**: Crafted an all-encompassing digital strategy aligned with key partners throughout the organization and gained buy-in from senior leadership, poised to deliver substantial outcomes in 2024.
* **Led global compliance initiatives**, resolving cookie compliance challenges across 3,900 properties, implementing WCAG accessibility standards, and ensuring fee transparency across all Greystar-owned digital assets.
* **Leveraged AI-driven content strategies**, achieving a 43% month-over-month SEO growth, generating 300+ new pages in 13 weeks, and driving a 69% increase in AI-powered content clicks in the first month, with blog clicks surging 200% in four months.
* **Optimized technology and content strategy**, implementing SEO and technical enhancements that led to a 30% YoY increase in leads and leases, all while maximizing budget efficiency.
* **Strategic Social Media Advancement.** Formulated a strategic Social Media plan for 2023, extending content reach and boosting engagement by an impressive 25%, showcasing our proficiency in digital communication and audience interaction.

**BridgeIT Digital, LLC, Glen Mills, PA**

**Business Owner/ President April 2022 to Sept. 2022**

Providing senior-level consulting services to mid-size and large organizations, specializing in digital transformation, process optimization, and change management to drive efficiency and growth. Led a high-impact consulting engagement for a $5 billion private company, guiding them in improving an IT operations program, implementing SLAs, and improving infrastructure while fostering cross-department collaboration to enhance overall efficiency and service delivery.

**UGI CORPORATION − AMERIGAS, King of Prussia, PA**

*A $7.6B energy company*

**Group Director, Head of Customer Digital Experience & Platform 2019 to March 2022**

Recruited with the mission of establishing a robust digital foundation, fostering a digital-oriented mindset, and cultivating the necessary capabilities. This encompassed assembling a high-caliber team of experts, formulating comprehensive digital strategies, and crafting product roadmaps. Led digital experience transformation, addressing opportunities across people, processes, technology, and customer journeys, resulting in profitable sales growth and expanded market share, with full Profit & Loss responsibilities.

* **Remarkable Growth**. Generated a 219% online YoY growth in existing customer orders, 179% growth in YoY SEO leads, 285% growth in overall leads, and $31M in incremental sales at AmeriGas by developing and executing a digital strategy to maximize digital marketing capabilities**.**
* **Drive Key Business Decision and Execute Well**. Led business case and full delivery of digital payments solution for entire organization to improve customer experience on web and other channels – digital adoption rates tracked at +18% YoY.
* **Built a new discipline** **– Customer Journey**. Initiated and gained approval to start a formal customer journey program centered around the customer experience with initial results for New Customer Journey increasing conversion rate by 42%.
* **Launched Marketing Automation**. Led effort to develop intelligence platform and personalization beginning with marketing automation platform (Eloqua). Initial results yielded a noteworthy 7% increase in sales across digital and inbound channels.

**COMCAST CORPORATION, Philadelphia, PA**

*A $123B cable and entertainment company*.

**Executive Director, Digital Transformation 2017 to 2019**

Promoted into a newly created role to lead enterprise-wide digital transformation initiatives, managing a high-performing team of 22. Spearheaded a transformational change management program and strategic roadmap for Comcast’s portfolio, overseeing Customer Journey, Digital Adoption, Pilot Innovation, and the Digital Program Management Office. Collaborated with senior leadership to align digital strategy, enablement capabilities, and adoption efforts, optimizing customer experience and operational efficiency.

* **Drove a 14% YoY increase in digital adoption** by leading a cross-functional change management initiative and leveraging data-driving insights to align strategic roadmaps across multiple products and services – resulting in $250M in cost savings over 2.5 years.
* **Led enterprise-wide digital transformation**, working with senior leadership to ensure strategic oversight of digital enablement, adoption, and optimization initiatives.
* **Recipient of the Xfinity Extraordinary Award** – ‘The Architect’, recognized for building relationships, connecting organizational silos, and driving transformative change.

**Senior Director, E-Commerce, Product Management, IT Operations and Service Delivery 2009 to 2017**

Progressively expanded leadership responsibilities across B2B/B2C Digital, Product Management, and Service Delivery, driving E-Commerce growth, digital transformation, and operational excellence. Led large-scale teams and multi-million-dollar budgets, spearheading digital sales, platform modernization, and Agile adoption to optimize customer experience and revenue generation.

* **Transformed underperforming B2B digital sales**, increasing online site sales by 550% and boosting conversion rates from 2.9% to 18.9% in just seven months through strategic realignment and optimization.
* **Built and led a Product Management team of 90+,** driving the development of E-Commerce and digital platform capabilities while managing partner/vendor negotiations and sourcing.
* **Scaled digital revenue growth for the Residential segment,** delivering a 450% increase in online sales mix over four years, while managing a $50M capital and $7M operating budget with 125 employees.
* **Drove Comcast’s transition to Agile methodology,** leading a team of 90 to implement Agile processes across digital product management, IT operations, automation optimization, and program management.
* **Led digital platform enhancements**, improving overall platform infrastructure, toolsets, and operational standards to drive scalability, security, and performance including winning the Sitecore Site of the Year award for platform advancements.

**Financial Experience**

**Director, Analytics and Process Management • ADVANTA,** Spring House, PA **Nov. 2007 to Feb. 2009**

**Manager • VANGUARD, Malvern, PA July 1993 to Nov. 2007**

Seasoned financial operations and analytics leader with over 16 years of experience driving operational excellence, digital transformation, and product innovation in the financial services industry. Spent 15 years at Vanguard in progressively senior roles across Financial Operations, Product Management, and Internal Consulting. Led critical initiatives including Individual Tax Reporting, Cash Management operations and product launch, and $750M+ jumbo client conversions. Spearheaded the digital experience for Vanguard’s Investment Only platform within the Operations Excellence Program. As a Six Sigma Black Belt and Internal Consultant Manager, focused on continuous improvement and scalable solutions. Proceeding Vanguard, served as Director of Analytics and Process Management at Advanta Bank, leading enterprise-level initiatives to optimize performance through data-driven insights.

**Education**

**Master of Business Administration - MBA •** Widener University **•** Chester, PA

**Bachelor of Science - BS - Finance •** Drexel University **•** Philadelphia, PA

**Board Membership**

**Executive Committee Board Member, Treasurer** **•** Main Line School Night (MLSN) **•** 2020 to 2024

**Board Member** **•** Women in Cable Telecommunications **•** 2015−2016

**Professional Training, Awards and Activity Highlights**

**Xfinity Extraordinary Award (Comcast – Individual Award) • 2019**

**Prosci Certified • 2018**

**Sitecore Platform - Site of the Year Award • 2014**

**University of Pennsylvania, Master of Science in Organizational Dynamics (Focus: Organizational Coaching) • 2008 -2010 (12 credits)**

**Six Sigma Black Belt – Vanguard • 2007**

**G.R.E.A.T. Leader Award (Vanguard – Individual Award) • 2004, 2005**