



CONSULTANT PROFILE

AT A GLANCE

Accomplished change and communications strategist with the ability to coach executives through change requirements of business transformation while designing and executing “best practices” based change management solutions tailored to each client’s unique culture and environment.

Collaborative team leader experienced working across complex organizations and industries, ranging from CPG to retail to finance and professional services, to solve a range of business challenges.

Corporate communications expert with the ability to inspire action. Passionately committed to each client’s personal development and organizational success.

SOFTWARE SKILLS

MS Office
SurveyMonkey
WebEx

JIM HEININGER: ORGANIZATIONAL CHANGE MANAGEMENT AND STRATEGIC COMMUNICATIONS PROFESSIONAL

Jim is an organizational change management and strategic communications professional with more than 30 years of consulting experience creating business value for Fortune 500 companies to startups. Areas of expertise: organizational change strategy and planning, readiness assessment, message development, employee engagement, change communications planning and delivery, stakeholder assessments and planning, resistance management, relationship management, internal branding, marketing communications, and C-suite / team coaching to serve as change agents.

EXPERIENCE

The CARA Group, Inc.
Organizational Change Management Consultant
Jun 2015—Oct 2016

Client: BMO Harris Bank

- Served as Change Management Lead on two high-profile projects: 1) consumer product portfolio changes / fee increases and 2) introduction of a new marketing analytics leads management engine.
- Responsible for all people impact work streams, including product, customer experience, customer marketing, legal & compliance, training, salesforce preparedness / communications, operations, and corporate communications.
- Projects successfully launched with stakeholders sufficiently prepared and delivering against business expectations.

Dixon | James
Founder / Principle
2010—present

Client: McDonald’s Corporation

Hired as the senior-level Change and Communications Lead for several multi-disciplinary team efforts to make systematic change and achieve employee engagement and adoption in the restaurant company’s decentralized and entrepreneurial culture.

- **Supply Chain / Operations** – Successfully led company’s efforts to reduce Trans fats in its fried menu items, inspiring the system to embrace the change for consumers’ benefit and implement operational changes in 14,000+ restaurants. Achieved 100% system adoption with no backlash or consumer sales disruption.

- **Spend Management / Procurement** – Successfully supported U.S. leadership and Finance Department on a culture-changing procurement process redesign and spend management effort that challenged the company's view on vendor relationships dating back to its inception.
 - Coached U.S. and Finance Department leadership on change management methodology, assessed structural and cultural obstacles, articulated and leveraged leadership sponsorship, created stakeholder engagement efforts, implemented resistance plan, nurtured change agents to address cultural issues, branded the program SpendSmart and handled all communications on the program which encouraged employees "stewardship" of spending. Created and implemented success milestone campaign. Met goals of adoption and spend under management
 - Launched an Oracle platform electronic marketplace for corporate employees, 2,000 company-owned and 14,000 franchise restaurants. Conducted cultural obstacles management plan, outlined training program and coaching support, designed and produced all communications including reward recognition for adoption and supported multi-stage regional rollout of the program. Achieved targeted adoption and spend capture
 - Introduced new centralized procurement solution for restaurant construction, including revolutionary reverse auction of contracts. Coached U.S. Construction leadership on needed change management plans to overcome intense field resistance, coordinated stakeholder management, and handled all communications on the program including success milestones
- **Operations** – Introduced a single-source restaurant equipment maintenance and supply program that challenged the local ownership of vendor relationships and established maintenance requirements. Conducted current/future state analysis and identified approach to cultural obstacles, designed stakeholder plans, branded the RepairCare program and handled all communications. Program has achieved 60% adoption with no mandate for participation.

Client: Goodyear

- Assessed change readiness and outlined change management/communications strategy to support the U.S. procurement leadership's effort to introduce a new centralized SaaS electronic purchasing process in an unsupportive home office and field environment.
- Organized and supported steering committee with initial business case.

Client: Cantata

Transformed a senior care provider through a creative rebranding. Engaged employees in new on-brand attitudes and behaviors to support the differentiation.

Additional Clients: Cargill, Enova, JAHN, BurtchWorks, Cantata Adult Life Services, Cantata Business Performance Services, Cantata Best Life Foundation, Prevail, SAI-Advanced Power Systems, QuaverMusic.com, Civic Staffing

Ogilvy Public Relations Worldwide

Executive Vice President

2008—2010

- Helped redesign Ogilvy Public Relations' leadership communications/employee engagement capability and launch it across U.S. offices.
- Designed strategic plans and provided reputation consultation to client C-suite representatives.

Clients: MolsonCoors, Quaker (Tropicana, Quaker Oats, Naked Juice), Johnsonville Sausage, Darley, GLG Life Tech, CashAmerica, Sam's Clubs, Rand McNally, American Family Insurance, Brazil Tourism, Playmobile

McDonald's Corporation**Senior Business / Communications Consultant****2005—2008**

Hired as senior-level communicator on a multi-disciplinary team effort to make systematic change necessary to eliminate reputation barriers to the company's success. Company's reputation scores increased recognizably as a result of efforts.

Thrive Partners**Founder****2004—2005**

Founded social marketing firm to provide strategic counsel and branding support to service organizations and non-profits. Client McDonald's eventually hired me internally.

Carmichael Lynch Spong**Partner****2003—2004**

Hired to open Chicago office for this top-rated, mid-size public relations firm. Secured initial client and employee base.

Porter Novelli**Partner / General Manager****1999—2002**

- Recruited to lead Chicago office of world's 7th largest public relations firm, including overall P&L responsibility, client service and agency performance, supervision of 100+ staff and new business development. Oversaw agency's national research and strategic planning functions.
- Served as Global Key Account Leader on Procter & Gamble relationship, the agency's second largest client in 2000, leading a team of 15 agency professionals worldwide.

Clients: P&G (Folgers, Millstone, Sunny Delight, JIF, Pringles, Cascade, Mr. Clean, Tide, Gain, Dawn), St. Jude Children's Research Hospital, Abbott, Wrigley, TXU, Coppertone, Boehringer Ingelheim, University of Iowa Health Care

Ketchum Public Relations**Associate Director / SVP****1986—1999**

Part of senior management team which tripled size office in three years. Led both Consumer Marketing and Service Brand practice teams and responsible for office's P&L, operations, new business development and HR functions.

Client: Motorola

- Strategized engagement in a new employee-managed benefits program.
- Created resistance management plan.
- Coordinated all communications.
- Designed LifeStages branded benefits materials.

Additional Clients: Motorola, Wendy's, The Dave Thomas Foundation for Adoption, Lions Clubs International, Miller Brewing Company, VISA, Rand McNally, Purina, Hewitt Associates, Discovery Zone, Jockey, Roto Rooter, General Mills, Seven-Up, Million Dollar Round Table, CNA/Viaticus, American Trans Air, Mayflower Moving, Blockbuster

Richardson Public Relations
Account Executive to VP
1982—1986

Clients: Anheuser-Busch, Purina, 7-Eleven, Jose Cuervo, Lien Infection Control, Midway Airlines, El Torito Mexican Restaurants, Chicago Triathlon

EDUCATION

Bachelor's degree in Journalism, University of Iowa

PROFESSIONAL ACTIVITIES

- Association for Change Management Professionals (ACMP)
- Public Relations Society of America
- Winner of 32 plus national and regional communications industry awards, including Silver Anvil, Bronze Anvil, CIPRA (Creativity in Public Relations Award) Best of Show, PRWeek Award, Reggie Award, multiple Gold and Silver Trumpets, multiple Mature Market Media Awards.
- Judge for communications industry and business award programs: Stevie Awards, Silver Anvils, PRWeek, National Health Information and Golden Trumpets.
- Frequent lecturer on branding and communications. Provide volunteer branding counsel to multiple non-profit organizations.