

# Lauri Accardi, MBA, PMP, CCMP™

Strategic Leadership & Operational Excellence Expert

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## SUMMARY

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Innovative leader with 20+ years of experience driving large-scale, cross-functional technical programs. Proven expertise in consumer-facing product development, fostering seamless collaboration between engineering, product, and design teams. Adept at leading high-impact projects by combining strategic vision, data-driven decision-making, and mentoring high-performing teams. Experienced in managing technical program management teams, with a strong track record of delivering results through operational excellence.

## EXPERIENCE

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### CataPoint Consulting LLC

May '23 — Present

#### Chief Vision Officer & Founder

Yardley, PA, United States (Remote)

*Specializing in process optimization, leadership development, and operational transformation for global clients.*

- Develop and implement Agile transformations helping global clients streamline and improve scalability by 30%.
- Mentor leadership to optimize cross-functional collaboration, ensuring seamless execution of digital programs.
- Provide strategic guidance and mentorship, fostering continuous improvement and operational excellence

### The Children's House of Bucks County (CHBC)

Feb '24 — Present

#### President & Secretary, Board of Directors

Fairless Hills, PA, United States

*Guiding the strategic direction of a nonprofit Montessori and providing operational excellence oversight.*

- Directed initiatives that resulted in a 57% increase in operational efficiency through digital transformation.
- Spearheaded key board initiatives to align governance with long-term educational goals & engagement.

### Comcast

Mar '17 — Dec '23

#### Director, Program Management

Philadelphia, United States (Remote)

*Drive business process improvements & customer-centric design innovations across global teams for the Experience Design PMO.*

Led large-scale technical program management efforts within Comcast's Experience Design organization, optimizing cross-functional collaboration between Product, Engineering, and Design teams across the U.S. and the U.K. Over the course of six and a half years, I moved through roles of increasing responsibility, culminating in a leadership role that shaped the strategic direction of a 220-person organization.

- **Strategic Business Program Optimization & Leadership:** Spearheaded large-scale business process optimization initiatives that increased collaboration across global teams by 37%.
- **Process Development & Innovation:** Introduced an Accessibility Scorecard, which improved compliance by 90% across product development pipelines for both internal and external customers.
- **Leadership & Team Development:** Developed a streamlined PMO structure, enhancing operational efficiency by over 30%. Mentored and guided a team of 12 direct reports, fostering growth and alignment with strategic goals.
- **Scaled Agile Expertise:** Coached staff on program & enterprise-level Agile methodologies, driving continuous improvement and maximizing customer & business value.
- **Cross-Functional Collaboration:** Implemented scalable data management processes to improve delivery timelines by 22% across six concurrent design teams.

### Digitas Health LifeBrands

Jun '15 — Mar '17

#### Producer, Project Management

Philadelphia, United States

*Enhanced operational efficiency and project output in a fast-paced agency environment.*

- Managed the end-to-end production of digital campaigns for AbbVie's AndroGel, ensuring regulatory compliance and customer engagement.
- Streamlined operations across creative, legal, and marketing teams, resulting in 20% faster campaign delivery without sacrificing quality.

### Early Career Highlights

Sep '04 — Jun '15

#### Producer, Creative Operations, & Experiential Marketing Roles

Philadelphia & NYC, United States

Led freelance project management and creative production for major brands and agencies, specializing in cross-functional leadership and immersive experience delivery. These roles honed my strategic planning and operational management skills, allowing me to drive complex projects from concept to execution, while ensuring seamless collaboration across creative, technical, and business teams.

- Produced immersive experiences like the 2015 Sundance Film Festival *Buy a Lady a Drink* event for **Stella Artois**, leading cross-functional design and installation teams, managing complex logistics, all while aligning creative vision with technical execution.

- Led immersive projection mapping installations for **Klip Collective**, demonstrating leadership in creative problem-solving, innovation, and team collaboration to deliver high-impact interactive experiences.
- Managed all aspects of web, catalog, and wholesale photography production for the **Free People** brand, followed by leading all studio operations for **Urban Outfitters**’ web studio, showcasing operational excellence in creative leadership.
- Streamlined creative processes and production workflows, improving operational efficiency by 25% while delivering high-quality visual assets for both brands.
- Directed cross-functional teams on various projects, from large-scale immersive experiences to digital marketing campaigns, ensuring smooth execution and client satisfaction.

EDUCATION

<b>Master of Business Administration (MBA) in Corporate Innovation and Entrepreneurship (CIENT)</b> , Pennsylvania State University	World Campus, United States
<b>Master of Management (MMGT) in Strategic Management and Executive Leadership (SMExL)</b> , Pennsylvania State University	Nov '23 — Present World Campus, United States
<b>Bachelor of Fine Arts (BFA), Bachelor of Arts (BA) &amp; Bachelor of Arts (BA) in Photography &amp; Digital Imaging   French   Art History</b> , New York University	New York, NY, United States
<ul style="list-style-type: none"><li>• First graduate in university history to receive 3 concurrent bachelors degrees.</li><li>• Graduated with honors in each major.</li></ul>	

CERTIFICATION HIGHLIGHTS

<b>Project Management Professional (PMP)®</b>	Nov '21
<b>Certified Scrum Professional - ScrumMaster® (CSP-SM)®</b>	Oct '22
<b>Certified SAFe® 6 Practice Consultant (SPC)</b>	Apr '23
<b>Certified Change Management Professional™ (CCMP)</b>	Nov '24
<b>Graduate Certificate in Corporate Innovation and Entrepreneurship</b> , Pennsylvania State University	Dec '24

AWARDS

<b>The President's Volunteer Service Award (Gold)</b> AmeriCorps & Phi Sigma Pi National Honor Fraternity The President's Gold Volunteer Service Award, recognizing outstanding dedication to volunteerism and leadership through service.	Oct '24
<b>Overall Leadership Award</b> Penn State World Campus identifies exceptional students in recognition of outstanding leadership. Voted on by faculty and staff annually, the Penn State World Campus Student Leadership awards were established in 2021 to highlight exemplary service and leaders within the Penn State World Campus student body.	May '23
<b>WICT Rising Leader</b> The WICT Network	May '22

SKILLS

**Top Skills** Organizational Change Management, Stakeholder Engagement, Program Management, Value Optimization, Cross-Functional Collaboration, Thought Leadership, Relationship Building, Strategic Planning, Portfolio Management, Business Process Optimization, Budget Creation & Management, Resource Management, Performance Management, Risk Mitigation, Data-Driven Decision-Making, Emotional Intelligence, Teaching Workshops, Workshop Design, Course Design, Teaching, Product Management

VOLUNTEERING

<b>President &amp; Secretary, Board of Directors</b> , The Children's House of Bucks County (CHBC)	Jan '24 — Present
<b>Secretary, Executive Board</b> , 6th Assembly, World Campus Student Government Association	Aug '24 — Present
<b>Manager, Survey Team</b> , PMINJ	May '23 — Present

PUBLICATIONS

<b>Mastering Freelance Management</b> Published by Worksuite. E-book link	Mar '24
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SPEAKING ENGAGEMENTS

- **Career Agility**. The PMINJ Annual Symposium. May 2024.
- **Cross-Functional Collaboration**. PMI Westchester, NY Chapter. May 2024.
- **Empowering Design: The Art of Project Management for UX/UI Teams**. PMINJ. February 2024.