Mark Willis

Senior Director of Digital Production
leading organization-wide digital
initiatives • building digital fluency in
mission-driven organizations

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I am a digital creator and strategist with two decades of experience leading web, UX, design and digital teams in agency, institutional and corporate settings. I specialize in working with decentralized, complex, mission-driven organizations, leading digital transformation and building digitally-fluent organizational cultures. I've led teams at innovative, nationally-prominent organizations, including Harvard University and the Museum of Science, Boston.

Director of Web Production, Bailey Branding Group
November 2020 – Present

Senior Director of Digital Strategy, Garfield Group
August 2018 – June 2020

For the past five years, I've overseen digital strategy and operations at a pair of demanding branding agencies: Bailey Branding Group (baileygp.com) and the Garfield Group (garfieldgroup.com). Each are vibrant design and technology consultancies in the Philadelphia area. At each, I've worked directly with client organizations to set digital strategy, lead diverse teams of direct reports (including developers, designers, UX/UI specialists and content creators), define organizational direction vis-a-vis information technology, and oversee six-figure project budgets and a seven-figure annual revenue streams. The portfolio of clients I've worked with includes a mix of nationally-known organizations like Jefferson Hospital Philadelphia, Stanford University, McGraw-Hill Education, GS1 and Comcast, as well as up-and-coming Philadelphia-area startups in the higher ed, fintech and biomedical spaces.

Associate Director of Web Strategy and Production, John F. Kennedy School of Government at Harvard University
October 2008 – April 2018

For a decade, I led and directed the digital presence for the Harvard Kennedy School, Harvard University's graduate school for leadership public policy. HKS is the preeminent school for leadership studies in the world. My role included supervising the design, deployment and strategic direction of the school's family of websites, managing a school-wide, 100-user Drupal content management system, supervising a six-figure annual budget, managing direct reports, and helping to plan a long-term roadmap for the school's digital properties.

The Kennedy School website (hks.harvard.edu) receives upwards of 10 million pageviews a year from various audiences; a portion of my daily responsibilities included coordinating the team that ensures visitors (be they prospective students, researchers, faculty, media, or members of the general public) have access to the content they need, and that the Kennedy School site is usable, accessible, and well-designed. Beginning in 2015, I directed a two-year ground-up redevelopment of the site. The project, successfully launched in July 2017, unified multiple independent school websites and data systems to create a beautiful, fully responsive, cutting-edge Drupal 8 flagship website.

My responsibilities included:
- Coordinating web strategy between between dozens of highly decentralized school units (research centers, administrative offices and independent initiatives) as well as third-party vendors
- Leading the school's Digital Blueprint initiative, which united academic, library, information technology and communications teams to create a school-wide taxonomy and a long-term plan for HKS digital resources
- Identifying and prioritizing the school's overall digital objectives, shaping design, technology and policy decisions
- Launching and maintaining a new branded identity across digital platforms
- Managing direct reports responsible for content management, web development and the school's social media presence
- Crafting RFPs, and vetting and managing third-party vendor relationships
- Collaborating with Harvard University's digital communications team to publicize content and shape University strategy
- Organizing, leading and presenting at school-wide affinity groups for web, social media and user experience
- Working across departments (including Information Technology, Communications, Print & Design, and Media Services) and with school executive leadership to coordinate resources, and ensure cohesive, consistent standards and production methods.

My teams and I have twice been recognized with the HKS Dean's Award, the school's highest honor for staff. The most recent award, granted in 2017 for re-imagining and re-architecting the school's website, represents the second Kennedy School dean to so recognize my

performance. In 2016, my family and I moved to the Philadelphia region. I was asked to continue on in my position, a request which I accommodated while residing in Pennsylvania. For a time, my schedule involved both remote work and periodic travel to Boston.

Technology Consultant and Digital Strategist, various clients
Periodically; January 2000 – present
I have consulted and provided strategic direction to a diverse mix of digital clients, including startups, established organizations across verticals including medical, pharma, non-profit, and education including academic institutions like the Massachusetts Institute of Technology. Typical deliverables include custom reporting: analytics interpretations, competitor assessments, digital brand audits and proposals to enact internal transformation and enhance digital processes.

Senior Technology Lead, HiWired, Inc. (since acquired by Appdirect, Inc.)
January 2007 – October 2008
I led teams that developed and maintained co-branded sites for Fortune 500 business partners including Sony, Comcast, and Cox Communications.

Web Project Lead, Museum of Science, Boston
March 2003 – January 2007
I led a talented team that reimagined and maintained the website and email marketing platform for the Museum of Science. The MoS website (mos.org) receives three million visits a year.

Web Developer, Elderhostel, Inc. (now Road Scholar, Inc.)
October 2000 – January 2003
I designed and maintained the organization's first modern website (now www.roadscholar.org). As early as 2001, the Elderhostel website received 5,000 unique visitors, 75,000 page views, and processed $50,000 in transactions every day.

— platforms, tools & skills
My directorial experience is built on a foundation of practical web design, UX and production work. This includes extensive experience with multiple CMS platforms (Adobe Experience Manager, Wordpress, Drupal, Contentful, Hubspot, Joomla, eZ Publish, SharePoint, Shopify), LMS platforms (Canvas, edX), design and prototyping tools (Figma, Sketch, Adobe Photoshop, Illustrator and Creative Suite, InVision), web technologies (standards compliant HTML, CSS and Javascript, including experience with Node.js, React, Vue and popular front-end frameworks) and server stacks (Jamstack CMS configurations; PHP on Apache or Nginx with Linux; ASP.Net; Objective C). Marketing automation and campaign platforms I have experience with include Salesforce/Pardot, Eloqua, Marketo and Hubspot. I hold a UX certification from Nielsen/Norman Group.

— education
Bucknell University, Lewisburg, Pennsylvania, *1996 – 2000*
BA in Computer Science, BA in English (double major)