

Mark Willis

Senior Director of Digital Strategy
leading complex, organization-wide
digital technology initiatives

residence
244 Sylvania Avenue,
Glenside, Pennsylvania
19038

contact
mark@mwillis.com
+1 617.823.7171
portfolio: mwillis.com

I am a digital strategist with two decades of experience leading web and digital teams, with a focused concentration in higher education. I specialize in working with decentralized, complex organizations. I've led teams at innovative, nationally-prominent institutions, including Harvard University and the Museum of Science, Boston.

— current role

Senior Director of Digital Strategy, Garfield Group
August 2018 – Present

I oversee digital strategy and operations at the Garfield Group (garfieldgroup.com), a vibrant design agency and technology consultancy in Old City, Philadelphia. Garfield's portfolio of clients includes a mix of nationally-known organizations like Stanford University and McGraw-Hill Education, as well as up-and-coming Philadelphia-area startups in the higher ed, fintech and biomedical spaces. I work directly with client organizations to set digital strategy, lead a diverse team 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 stream for the agency.

— prior experience

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 maintain 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; April 2018 – August 2018

Working with colleagues in the higher-ed community, I have consulted and provided strategic direction to a diverse mix of digital clients, including startups, established organizations, and academic institutions like the Massachusetts Institute of Technology. Typical deliverables include custom reporting: analytics interpretations, competitor assessments, digital brand audits and proposals to enhance digital strategy.

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 and production work. This includes extensive experience with multiple CMS platforms (Drupal, Wordpress, Hubspot, Joomla, eZ Publish, SharePoint, Shopify), LMS platforms (Canvas, edX), design and prototyping tools (Adobe Creative Suite, Sketch, Figma, InVision), web technologies (standards compliant HTML, Javascript, including Node.js and popular front-end frameworks, SASS/CSS) and coding environments (PHP with Apache/Linux, ASP.Net, Objective C).

– education

Bucknell University, Lewisburg, Pennsylvania, 1996 – 2000

BA in Computer Science, BA in English