



**Mark Willis**

**Senior Director of Digital Products**

leading organization-wide digital initiatives •  
building digital, AI and UX fluency in  
mission-driven organizations

**residence**

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I'm a digital product director and strategist with two decades of experience uniting strategy, code, and UX at mission-driven organizations. I lead high-performing, cross-functional web teams with creative vision and technical expertise. I specialize in crafting effective, impactful, user-first digital products, including extensive work with enterprise-level CMS environments. I have significant experience working with noteworthy agencies, nonprofits and institutions in higher education, including a decade leading digital teams and initiatives at Harvard University. I am passionate about working for mission-driven organizations that make life better for others.

**Director of UX and Web Production**

*Bailey Branding Group • Philadelphia, Pennsylvania • October 2020 – April 2025*

I directed web and UX at Bailey (<https://bailegygp.com>), a Philadelphia-based agency, leading a cross-functional team of designers, developers, strategists and UX/UI specialists. At Bailey, I delivered scalable web solutions for agency partners and fostered a collaborative, results-oriented culture, including successfully unifying Bailey's design and web development units into an integrated digital experience team, and bringing AI tools into key workflows. These changes enhanced product quality, reduced spend and significantly cut project deliverable timelines. My team created digital strategy and built UX and web capability (websites, portals and integrations) for leading organizations in healthcare, pharmaceutical, and consumer goods sectors. Notable clients include Jefferson Hospital Philadelphia, GS1, Daiichi Sankyo and Ply Gem.

**Senior Director of Digital Strategy**

*Garfield Group • Philadelphia, Pennsylvania • August 2018 – October 2020*

At Garfield (a Philadelphia consultancy since acquired by BNO), I led a focused digital team building consumer-facing web experiences. My team and I delivered work for major fintech, higher ed and biomedical brands, including Stanford University, McGraw-Hill and Comcast.

**Associate Director of Web Strategy & Production**

*Harvard Kennedy School • Cambridge, Massachusetts • October 2008 – April 2018*

For a decade, I shaped digital strategy and web production at the Harvard Kennedy School, the world's leading institution for public policy and leadership studies. I established the school's digital vision and spearheaded a multi-year initiative to unify its fragmented web ecosystem into an enterprise-scale Drupal CMS platform, serving over 10 million annual visitors (<https://hks.harvard.edu>). My work included building websites with internal teams and agency partners, developing project plans and governance policies, ensuring ADA and WCAG accessibility compliance, serving as a trusted advisor to senior leadership, and delivering outstanding digital user experiences that aligned with institutional goals. Collaborating closely with IT, communications, and leadership teams, I fostered a cohesive, scalable digital ecosystem that significantly advanced the school's mission.

**Senior Technology Lead**

*HiWired • Boston, Massachusetts • January 2007 – October 2008*

At HiWired (a Boston-area startup acquired by AppDirect), I directed a team that built and managed co-branded websites for Fortune 500 clients including Sony, Comcast and Cox.

**Web Project Lead**

*Museum of Science • Boston, Massachusetts • March 2003 – January 2007*

I led the transition to the Museum of Science's first fully standards-compliant website (<https://mos.org>), including implementing a full branding and UX design system.

**Expertise**

**Applications:** Drupal, WordPress, Sitecore, Adobe Experience Manager, Figma, Adobe Creative Suite, Google Analytics / Looker Studio

**Technologies:** Standards compliant HTML + CSS, JavaScript (Node.js, React, Vue), PHP, Python, SQL **Management:** Jira / Atlassian, Git

**Marketing:** Salesforce, Pardot, Eloqua, Marketo, HubSpot **AI:** OpenAI, Anthropic, Gemini; coding, API integration, prompt engineering

**Education & Certification**

**Bucknell University** • BA in Computer Science / BA in English

**Nielsen Norman Group** • UX Certification