

# Britt Stone

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## ABOUT

Over 12 years of experience helping clients strategize, design, and implement digital and organizational transformations. Most recently, I've been serving as the primary strategic partner for the digital innovation program within an energy company with \$29B in annual revenue. With experience leading teams throughout the lifecycle of products and programs, I work end to end to design for better outcomes, help changes stick, and grow the skills of those around me.

## CURRENT ROLE

**Associate Director, Experience Design** – Method, a GlobalLogic company

May 2021 – Present

- Lead & coach cross-functional teams in defining and implementing strategic business initiatives, as well as digital products and experiences
- Design and facilitate strategy and design thinking workshops for products, programs, and organizations
- Advise executive teams, including heads of product, design, and innovation strategy
- Direct and support the digital and organizational transformation of a Fortune 150 utility to meet the needs of a clean energy, net zero future
  - Influence strategic & technical direction, including product strategy, portfolio strategy, staffing, and business design
  - Facilitated strategic alignment and program design for the enterprise initiative to achieve grid edge evolution through the transformation of customer products and services development, grid operations, internal digital products, and the customer experience
  - Direct and influence the establishment of best practices for process improvement, cross-functional collaboration, customer-centricity and research, product development, and the transition from strategy to execution
  - Designed and operationalized strategies for scaling the organization's internal innovation program
  - Changed the way the organization prioritized technology investments to better align with its strategic business objectives, while decreasing technology spend by over \$3M
  - Build and maximize trusting relationships across the organization from executives and directors to field employees and contractors
- Defined a change management methodology for Method
- Account lead for flagship Energy account with \$2-5M annual revenue
- Serve as a Delivery Partner for the Industrial Practice; responsible for adding \$5.3M in revenue in 2022 by creating new delivery offerings, expanding existing account footprints, and leveraging my energy industry experience to win new accounts

## Publication Highlights

[Rethinking Change Management as Design](#) | *Method Perspectives*

[The Agile Paradox: Instigating Change Without Managing it Well](#) | *Method Perspectives*

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## ADDITIONAL EXPERIENCE

### Senior Product Strategist – Skookum, a GlobalLogic company

October 2020 – April 2021

- Skookum and Method, a GlobalLogic sister company, merged and adopted the Method name in May 2021
- Defined vision for the future-state experience and ecosystem architecture for a new "partner portal" for a retail financing company
- Service design, support model, and adoption strategies for a data lake and data governance program at a financial services company

### Managing Partner & Consultant – Brainchild Partners

July 2016 – October 2020

- Managed all business operations
- Designed and implemented large-scale change programs in client organizations, facilitating global digital transformations
- Collaborated with everyone needed to bring an idea to life; ensured integrity of the vision from business case through build & implementation

### Consultant – Myndworks

June 2014 – June 2016

- Contributed to strategic and tactical decisions & owned the implementation of key elements of large-scale change programs
- Designed curriculum for leadership development and mentorship programs

### Teacher – South Mecklenburg High School

October 2012 – June 2014

- Spearheaded Project Greenhouse & co-founded the IDEA Academy
- Taught teenagers to care about storytelling, language, and design

### Project Manager & Technical Writer – UNC Charlotte

June 2011 – May 2012

- Transitioned the College of Liberal Arts & Sciences to a new web development platform, including stakeholder training
- Responsible for content strategy and migration, as well as copywriting

## COMMUNITY IMPACT

**Mentor & Board Member** | IDEA Academy | USGBC Sustainable Business Finalist

**Grant Writer** | Golden Door Scholars | Program awarded \$25,000

**Speechwriter** | Friendship Gardens | Program won \$10,000

## INDUSTRIES

Energy  
Financial Services  
Non-Profit & Government  
Education  
Publishing  
Construction

## SKILLS

Consulting, Design Strategy, Innovation Management, Account Management, Large-Scale Change Management, Program Development, Digital Strategy, Product Strategy, Product Portfolio Management, Experience Design, Agile Methodologies, Strategic Communication, Facilitation, Business Development, Stakeholder Engagement

## EDUCATION

### Master of Arts in English, Applied Linguistics

UNC Charlotte | 2012

### Bachelor of Arts in English

UNC Charlotte | 2009

## PUBLISHED IN

- Axios Charlotte
- Charlotte Parent
- The Charlotte Observer
- Southern Journal of Linguistics
- Exchange Magazine
- Life Hack: Your Story, Your Experience
- News Report: News, Current Events, Politics
- Method Perspectives