# Keith Kay

Director of Program Management and Client Executive

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## Summary

Keith is a seasoned business executive with over 15 years of experience in the marketing and technology consulting industry. He is known for his ability to deliver client-focused solutions by leveraging digital innovation, consumer research, technology, business, and program management capabilities.

Keith has held a variety of business and delivery leadership roles, as well as office lead roles. He has a proven record managing a profitable P&L across a book of accounts, and has hands on experience developing muti-disciplinary, geographically disperse teams.

Keith currently holds a PMP certification.

## Specialties

Project and Program Management, Business Development, Stakeholder Management, Vendor Management, Contract Negotiation, Client Services Business Management.

## Experience

### Director - Client Executive and Delivery Lead  at  SapientNitro
April 2009  -  Present (3 years 6 months)

Provide overall management and leadership to a portfolio of accounts delivering marketing and technology solutions to a range of clients. Define, sell, and manage multiple projects per account and manage multi-disciplinary teams.

• Routinely exceed annual sales targets of $8-10MM
• Expanded existing client relationships to increase both revenue and scope of services
• Managed the delivery of multiple projects across the spectrum of marketing, agency, and technology offerings
• Coach and mentor project managers, account executives, and account managers

### Intelligence Sergeant  at  US Army
January 2007  -  March 2009  (2 years 3 months)

Time Period indicates overseas deployment / gap in employment history.

Served in the US Army Guard from 11/2002 to 10/2010
Served in the US Army Reserves from 12/1989 to 12/1997

Held multiple planning and operational positions training and supervising Soldiers as well as members of

foreign militaries. Highly decorated for dedication, organizational abilities, and contributions to mission success.

• Conducted data collection and analysis, including the use of data visualization tools, in order to prepare and brief recommendations to American and Iraqi military leadership
• Prepared, planned, and delivered intelligence and tactical training to Iraqi forces.
• Applied project management skills to intelligence analysis to deliver the highest productivity of any working group in my organization
• Work products were used as the examples for other analysts

## Vice President of Operations  at   GreenDimes
August 2006  -  November 2006  (4 months)

Provided overall leadership of IT and Operations for start-up focused on elimination of junk-mail and development of a for-profit business model that could improve net-good not just net-profit.

• Launched the company and initial web site capable of transactions in 6 weeks
• Defined operational and fulfillment processes. Conducted software and fulfillment partner evaluations for hosting, credit card processing, web analytics, e-mail campaign management, electronic signature, SSL certificates, bulk printing, tree planting
• Led design sessions to define screen flow, screen design, and database design
• Defined project management processes and high level development processes
• Sourced, screened and hired graphic designer, product manager, lead architect and developers
• Managed customer service and fulfillment processes
• Managed agile development processes for the entire launch development cycle with a distributed development team

## Director  at   Sapient
May 1996  -  August 2006  (10 years 4 months)

Provided overall management and leadership to multidisciplinary project and program teams. Planned and directed program execution, managed senior clients, conducted contract negotiations, managed project financials, staff and resources.

• Successfully delivered multiple projects from $2M-$25M, with staff of up to 135; including large b-to-c websites, online brokerage, enterprise architecture assessment & planning, content management systems, sales compensation solutions, workflow, document management, and content management
• Planned, managed, and created proposals during business development
• Reviewed progress of multiple projects and identified issues, risks and corrective measures
• Managed and mentored project managers
• Contributed to the definition and ongoing improvement of delivery processes and methodology
*4 recommendations available upon request*

## Staff Consultant  at   Andersen Consulting

August 1994 - May 1996 (1 year 10 months)

Participated in the design, development and deployment of a large client/server enrollment and billing system for a regional health insurance company.
• Assisted in recruiting activities at the University of Connecticut. Developed and conducted a seminar on rapid Prototyping using Visual Basic.

## Honors and Awards

**Founders Award**
Sapient
1999

Established in 1996, the Founders' Award celebrates the founding principles and ideals of Sapient: Our Purpose and Core Values.

This award recognizes the contributions of individuals who help to make Sapient a great company, enable human potential by living our purpose and core values, and achieve our strategic goals through great work, thought leadership and innovation.

**94th Army Reserve Command's Soldier of the Year**
US Army Reserves
1991

Competitive award recognizing junior Soldiers based on their physical fitness, command of their military duties, general military knowledge, and military bearing.

Entry in the Command level award was gained by winning Company and Battalion level competitions, prior to competing against Reserve Soldiers from across New England.

## Volunteer Experience

**Employer Outreach Volunteer  at   Employer Support of the Guard and Reserve**
January 2012 - Present (9 months)

Employer Outreach in Douglas County, CO - responsible for educating local employers on the value to their business of employing Guard and Reserve members as well as Vetrans. Accountable for obtaining Statements of Support from local employers.

## Skills & Expertise

**Client Services**
**Business Development**
**Program Management**
**Project Management**

**Project Planning**
**PMO**
**Vendor Management**
**Contract Negotiation**
**Stakeholder Management**
**SDLC**
**Cross-functional Team Leadership**
**Software Project Management**
**Business Analysis**
**Requirements Analysis**
**Process Improvement**
**Mentoring**
**Risk Management**
**Team Building**
**Resource Management**
**Outsourcing**
**PMP**
**Agile**
**E-commerce**

## Certifications

**Project Management Professional (PMP)**
PMI

## Education

**The University of Connecticut**
BS, MIS, 1992 - 1994
Grade:  3.75/4.0
Activities and Societies:  Delta Sigma Pi, Beta Gamma Sigma, Phi Kappa Phi, 1993 Babbidge Scholar, 1994 New England Scholar, Golden Key Honor Society

**Defense Language Institute**
1990 - 1991

**West Haven High School**
1983 - 1987

# Keith Kay

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**Linked** in.

## 4 people have recommended Keith

"When opened Sapient's office in Chicago, Keith joined us from Boston shortly after. Over the next few years, he was my right-arm and do not know what I would have done without him. Keith's leadership skills were critical as we built out the office. His relationship skills, business-savvy, openness, and tenacious program management made him a role model for many who joined the office over that period of time."

— **Craig Kauffman***, Vice President, Sapient*, managed Keith at Sapient

"Keith is high integrity, high energy, high commitment and high performance. He delivers results under withering pressure. We had a high visibility, high complexity, multi-track, bewilderingly complex web project that Keith brought under control with a combination of nose to the grind stone focus and with program management skills that he has honed over a long and productive career. He rallied the team and he renewed their motivation to get things on track. I was worried about this project morning, noon and night before Keith arrived. After he was on the ground for one month, I slept at night again. Keith is a must hire."

— **Greg Gamsky**, was Keith's client

"Keith is an amazing leader. He has a knack for being able to pull together the team through tough situations, while managing client expectations and keeping everyone happy. Every person I've met that's worked with Keith deeply respects him for his dedication to the team and project success."

— **Gail Batac***, Sr. Associate Program Manager, Sapient*, reported to Keith at Sapient

"Keith was a team lead for one of my earliest projects with Sapient, back in 1997. I remember his no-nonsense and pragmatic approach to tackling our sub-team's issues. He always kept a sense of humor, and could energize the team to focus and get the job done right. A pleasure to work with."

— **Craig Holland***, Sr Manager - Technology, Sapient*, reported to Keith at Sapient

[Contact Keith on LinkedIn](#)