

JORDAN BLAIR ROBERSON-TAYLOR

STRATEGY | CREATIVE | AI

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SUMMARY

Technology alone doesn't transform organizations — people do. I've spent twenty years on the people half: communications, brand and creative work, learning programs, and the global all-hands. Today I do chief of staff work for an EVP who reports to the CEO, covering strategy, communications, and innovation across IT, cybersecurity, and global supply chain. Most of my recent work has been leading enterprise AI enablement — across our own generative AI platform, Microsoft 365 Copilot, GitHub Copilot, agents, and prompt engineering. I helped launch the platform, built the learning program that taught 16,000 people to use all of it, and built an agent myself when I got tired of doing event registration by hand. I work at both altitudes — setting the direction and building the thing.

WHAT I DO

Internal & Executive Communications • Change & Transformation Communications • Enterprise AI Adoption & Enablement • Microsoft 365 Copilot, GitHub Copilot, Prompt Engineering • Learning & Curriculum Design • Brand & Creative Direction • Video Production & Editing • Global Events & Company Moments • Creative Operations & Workflow • Governance, Playbooks & Standards • Measurement & Reporting • Agency, Vendor & Budget Management • Figma, Adobe Creative Cloud, Copilot Studio, SharePoint

EXPERIENCE

Strategic Initiatives & Program Manager, Enterprise Events & Executive Experience

NetApp | April 2021 – Present | Research Triangle Park, NC

Communications

- Do chief of staff work for an EVP reporting directly to the CEO — strategic initiatives, communications, and innovation for Business, Technology & Operations, an organization spanning IT, global security and cybersecurity, and global procurement and supply chain.
- Own what the organization publishes to the enterprise, holding editorial approval across cybersecurity campaigns, mandatory training, product launches, and system change notices, and arbitrating what earns a company-wide moment.
- Wrote the playbook and templates that let embedded teams publish on their own. The people producing this work are engineers and analysts doing communications alongside their real jobs.
- Write executive messaging: keynotes, organizational announcements, talking points, FAQs, and the narratives underneath them. Also write announcements for organizational reductions and restructuring, and the follow-up communications that carry a team through afterward.
- Write the organization-level earnings communications for a public company — translating quarterly results for all-hands and email, equipping managers to discuss performance, and clarifying quiet period guidance.
- Lead communications for enterprise transformation — Oracle Cloud ERP, analytics modernization, a cloud platform rebrand, and the Microsoft 365 Copilot and GitHub Copilot rollouts.
- Build communications strategy that adapts by region rather than deploying one script globally, working directly with local stakeholders across three continents to shape what lands in each market.

AI

- Lead enterprise AI enablement across the full stack of tools people actually use — Microsoft 365 Copilot, GitHub Copilot, AI agents, enterprise search, Power Automate, and prompt engineering — not just our own platform.
- Founding member of the team that launched NetAIChat, NetApp's enterprise generative AI platform. Built the brand and launch campaign, have owned all education and adoption content since, and worked with the developers on the product itself — language, layout, click count — and made the logo.

- Created AIUni, an AI learning program run like a college course catalog: 12 sessions each quarter for 16,000 employees, across pathways from fundamentals to agents to responsible AI, with digital badging, employee panels, live demos, and peer storytelling.
- Ran AIUni as a behavior-change campaign, not just a training rollout — segmented messaging by audience and role, multi-channel promotion, and measurement through participation, repeat engagement, and completion data used to adjust content and format in real time.
- Built Confetti, an AI agent, in Copilot Studio and GitHub Copilot to replace the manual registration process for the events I ran. Used tools the company already owned rather than buying anything, shipped it through SharePoint, and IT later took it over and scaled it for other teams.
- Taught myself to build it, said so publicly while learning, and used that to make the case to leadership for an environment where people can try something, get it wrong, and recover quickly.
- Helped set up the AI Center of Excellence for Business, Technology & Operations — the governance structure behind AIUni, NetAIChat adoption, and the Confetti progression.

Creative

- Produce work directly across print, digital, and video using Figma and Adobe Creative Cloud — Photoshop, Illustrator, InDesign, Premiere Pro, Premiere Rush, After Effects.
- Shoot, edit, and finish video including voiceover and text overlays for executive updates, program recaps, and internal storytelling.
- Design brand identity and applied systems: product identity, SharePoint sites, event branding and environmental graphics, presentation systems, signage, and merchandise.
- Run creative intake, scoping, and prioritization across design, copy, and video, directing an intern and a dotted-line team member alongside agency and production partners.

Programs & events

- Own company-wide moments end to end: four Global All Hands a year for a 16,000-person audience, four organizational All Hands, a global Director Summit, and executive summits in Cork and Paris. Emcee and moderate most of them.
- Grew organizational All Hands attendance 7–11% quarter over quarter across five consecutive quarters, and expanded the Global All Hands from two broadcast sites to six across three continents.
- Built the AI for Operations expo presence at INSIGHT, NetApp's customer and partner conference, and led storyline development for external Investor & Analyst Summit and board-level engagements.
- Built the organizational recognition program from scratch: categories, eligibility, nomination process, a cross-functional judging committee, awards, and the storytelling around it.
- Build governance frameworks, dashboards, and reporting in Power BI that show what is working and where to scale, adjust, or retire. Manage program budgets, agencies, and production partners.

People

- Own a formal internship program end to end: write the job description, recruit and interview candidates, manage performance and development, and have grown two interns into full-time employees over four years.
- Coach dotted-line team members alongside the intern program, setting priorities, expectations, and development plans.

Marketing, Communication & Events Project Manager

Chubb | April 2018 – March 2021 | Chicago, IL

- Built and ran a single sign-on communications platform serving 5,000+ employees.
- Served as incentives manager for the sales organization — communicating sales incentive programs to the field and running award-winner communications, including qualification updates and trip details.
- Planned, created, edited, and published engagement communications including written content, toolkits, graphics, and video, and held brand consistency across every medium.
- Built and maintained the website and app and ran the social media plan, including engagement and community building.
- Directed multi-day international incentive programs in Montreal, Dublin, and the Amalfi Coast, adapting programming to each market.

- Led cross-functional teams, agencies, and vendors, and managed quarterly budgets and executive reporting.

Project Manager, Meetings & Events

Microsoft | June 2017 – April 2018 (Contract) | Chicago, IL

- Led expo and experience planning for a Chicago technology event with 10,000+ attendees.
- Created, edited, managed, and published program content and authored supporting materials.
- Partnered across business groups to identify gaps, synergies, and communication improvements.

Marketing Events Brand Manager

Gap Inc. | April 2014 – June 2017 | Chicago, IL

- Influenced enterprise sponsorship strategy and built a regional incentive campaign for the Gap brand credit card launch.
- Coached cross-functional teams, agency partners, and event staff through large brand activations.

EARLIER

Senior Corporate Events Manager, UCCM (2011–2014) • Fundraising Events Manager, March of Dimes (2008–2011) • Associate Fundraising Events Manager, American Cancer Society (2006–2008) • Personal & Business Banker, RBC Centura (2001–2006)

Led fundraising, grant writing, and corporate giving; built an annual campaign incentive program for staff, volunteers, board members, and community; ran programs across three counties for 10,000+ participants and Relay For Life for 5,000, entirely through volunteers and sponsors; developed email marketing campaigns, handled media relations as an on-air spokesperson, and trained new and existing staff.

EDUCATION

University of North Carolina Wilmington — Bachelor's Degree, Communication Studies