CHRISTOPHER A. MURPHY

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CAREER FOCUS

Senior digital transformation and technology portfolio leader with 20 years of enterprise experience modernizing digital ecosystems, aligning cross-functional product teams, and governing multimillion-dollar technology investments within a $13B global Fortune 300 organization.

CORE CAPABILITIES

Technology Portfolio & Program Leadership | Cross-Portfolio Planning Cadences | Executive Steering & Governance Routines | Agile Delivery & Product Backlog Management | JIRA & Sprint Facilitation | Cross-Team Dependency Coordination | Budget & Financial Management ($9.5M+ Oversight) | Vendor & Agency Governance | Risk Mitigation & Value-Based Prioritization | Digital Platform Modernization

PROFESSIONAL EXPERIENCE

Fractional Digital Lead, OrganizeToSize, Corning, NY   October 2025 - Present
- Leading end-to-end digital launch strategy across platform selection, customer journey design, e-commerce, product pricing, marketing operations, and analytics infrastructure.
- Driving structured planning cadences, delivery milestones, and performance tracking routines to ensure accountability and transparency across cross-functional contributors.

Digital Strategy Consultant (Contract), DX-ROI, Dublin, Ohio   January 2025 - July 2025
- Evaluated marketing channel performance through data analysis (Google Analytics, Hotjar, Pardot).
- Developed AI workshop materials for executive education on ML/AI adoption strategies.
- Provided recommendations to digital marketing technology roadmap to improve ROMI.

Director, Experience Platforms & Analytics, Corning Incorporated, Corning, NY   June 2020 - May 2022

Reported to Sr. VP of Corporate Communications within a $13B global enterprise (65,000 employees).

- Led enterprise experience platform and analytics transformation (corporate and 8 BU's).
- Built first internal cross-functional digital team (UX/UI, platform engineering, analytics), reducing agency dependency and delivering >$1M annual cost savings in partnership with brand studio director.
- Temporary oversight of content and creative design teams during creation of an internal brand studio.
- Secured $8M+ in modernization investments and aligned product priorities across web CMS, e-commerce integrations, marketing automation, enterprise search, and analytics capabilities.
- Established and facilitated portfolio planning sessions and executive steering routines to align roadmap sequencing, capacity planning, and cross-team dependencies with enterprise objectives.
- Oversaw agile delivery cadences across multidisciplinary product teams, ensuring backlog prioritization, milestone transparency, risk mitigation, and executive reporting.
- Managed cross-functional dependency mapping across business, engineering, analytics, and external suppliers to ensure coordinated delivery and risk mitigation.
- Presented digital modernization strategy and governance framework to a Board of Directors advisory subcommittee during COVID-19 crisis.

Sr. IT Manager, Communications & Marketing, Corning Incorporated, Corning, NY   May 2017 - June 2020
- Owned digital service line strategy and ~$10M annual technology spend across global communications, marketing, analytics and e-commerce technology portfolio.
- Rescued a failing $14M program through strategic management of technology, finance, and agencies.
- Replaced failing primary digital agency; restructured $3.5M multi-year contract to improve quality, capacity and governance while maintaining flat spend.
- Acted as primary liaison between technology, product stakeholders, and senior leadership to align backlog priorities, financial oversight, and delivery milestones.

- Sponsored and structured agile delivery cycles using JIRA; facilitated sprint planning, backlog prioritization, daily scrums, demos, and retrospectives across cross-functional product teams.
- Authored user stories and acceptance criteria in partnership with product owners and engineering teams to support value-based prioritization and predictable delivery.
- Led in quarterly planning cycles and portfolio review sessions, aligning technology capacity, funding allocation, and cross-team dependencies with executive priorities.
- Defined and governed statements of work (SOWs) with external agencies, establishing delivery milestones, acceptance criteria, risk controls, and performance accountability.
- Enabled roadmap supporting ~$40M modeled annual revenue uplift via optimized end-to-end customer journeys and marketing-qualified lead growth.
- Enabled ~$10M in marketing-influenced revenue through coordinated e-commerce and partner portal launches (AEM + SAP Hybris integration).
- Improved website conversion rates by 5% through search data pipeline remediation and enhanced targeting capabilities.
- Delivered 150% ROI business case for global brand experience modernization initiative.

IT Manager, Solutions Architecture, Corning Incorporated, Corning, NY   May 2015 - May 2017
- Orchestrated a team of 8 subject matter experts in North America & Taiwan for design of cybersecurity, cloud platforms, IT infrastructure, new plant builds and M&A.
- Designed solution governance (TOGAF-aligned) and standards, reducing delivery time by 20%.
- Delivered real-time transaction architecture supporting $550M revenue post-acquisition.
- Coordinated cross-functional stakeholders across infrastructure, applications, business, and operations to propose architectures, conduct pilots and poc's, and manage execution dependencies and risk.

EARLIER LEADERSHIP ROLES

Corning Incorporated, Corning, NY   2006 – May 2015

Managerial Leadership in IT business analysis, web engineering, and enterprise integration.

- Designed project requirements management process and led global change management program.
- Upgraded enterprise integration systems supporting 700+ business-critical interfaces.
- Delivered technical and brand refresh of corning.com, on-site search, analytics, e-commerce, and PIM.
- Platform consolidation across 12 countries and 7 languages, unifying digital architecture and improving operational efficiency.
- Led numerous engineering teams of internal employees, contractors and external agencies.

Technical Project Manager & Engineer, WeightWatchers.com - New York, NY   April 2001 – March 2006
- Led global web engineering initiatives supporting the online subscription platform.

Planned Sabbatical and Graduate Study,   2022 – March 2024
- Completed full-time M.S. in Applied Data Science during planned family transition.
- Machine Learning, Neural Networks, Big Data, LLMs, Statistics, Visualization, Python, R, SQL.

EDUCATION

Syracuse University, School of Information Sciences, Syracuse, NY   September 2025
Master of Science | Applied Data Science (4.0 GPA)

Cornell University, College of Agriculture & Life Sciences, Ithaca, NY   1998
Bachelor of Science | Biological Sciences

INTERESTS

Parenting | Guitar | Tennis | Skiing | Fly Fishing | Hockey | Script Writing | Beach Vacations | Snorkeling