Timothy J. Gallo

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Marketing, Learning & Change Leader

Dynamic and results-driven professional with extensive experience driving organizational growth through innovative change management campaigns, transformational learning solutions, and enterprise-level change initiatives. Skilled in leading cross-functional teams, designing data-driven strategies, and aligning communication, training, and change management frameworks with business goals. Adept at integrating creative design with instructional technologies, fostering stakeholder engagement, and building people-first strategies to advance organizational success. Known for strategic vision, operational efficiency, and ability to translate complex initiatives into actionable, measurable results.

Areas of Expertise

- Change Management (ADKAR, Prosci)
- Instructional Design & E-Learning
- Marketing Strategy & Campaigns
- Brand Development & Positioning
- Learning Technologies/E-Learning Tools

- Process Improvement & Optimization
- Team Leadership & Development
- Project & Program Management
- Designing end-to-end communication strategies
- Issue Identification & Resolution

- Data-Driven Decision Making
- Strategic Partnership Building
- Critical & Creative Thinking
- Change impact assessment & mitigation
- Change adoption & reinforcement

Key Career Highlights

- Achieved 25% increase in program awareness and visibility by developing and expanding distribution channels,
- Directed and motivated cross-functional teams while successfully advancing department, division, and firm-wide initiatives.
- Created framework transitioning organizational focus from Training & Communications to structured Change Management function.
- Established and strengthened strong relationships to build and sustain change network within Compliance division.

Professional Experience

Edward Jones – St. Louis, MO
Change Lead, Compliance Division
Senior Instructional Designer, Compliance Division
Senior Training Specialist, Branch Development

2002 — 2011 & 2018 — 2025
2021 — 2025
2018 — 2021
2002 — 2011

Led organizational change initiatives by implementing structured processes (ADKAR), tools, and training programs, while effectively managing people side of change to minimize resistance and ensure successful adoption. Facilitated communication with leadership, business partners, stakeholders, and impacted groups to align project status updates, deliverables, and compliance requirements. Conducted stakeholder meetings, readiness check-ins, and feedback sessions to monitor adoption progress and address emerging issues. Developed training materials and e-learning modules to support compliance, learning, and change initiatives.

Change Lead:

- Led development of business operating model, building dedicated Change Management function within Compliance Division.
- Enhanced operational efficiency in change management delivery while improving outcomes for stakeholders, groups, and audiences.
- Designed and executed comprehensive change, learning, and communication plan to implement MoneyGuide software, Regulatory changes, and technology implementation leveraging ADKAR methodology, data analysis, and targeted training to support Compliance and Legal teams.
- Provided leadership and motivation across team, departmental, divisional, and firm-wide initiatives, with keen focus on driving alignment and engagement in organizational priorities.
- Conducted Division Change Needs Analysis and developed Division Change Hub on SharePoint, streamlining communication of project activities, timelines, and change plans to stakeholders.
- Worked with Leadership to set, track and analyze Key Performance Indicators (KPIs), and strategies.

Senior Instructional Designer:

- Designed and launched firm's first suite of e-learning courses with keen emphasis on enhancing classroom learning and supporting Financial Advisors in the second phase of business development.
- Created and deployed online training programs to strengthen Asset and Electronic Surveillance activities.
- Played key role in establishing firm-wide project standards for training and development programs, improving consistency and quality.
- Conducted full inventory of Branch Development's online training catalog and implemented sustainable maintenance plan to ensure ongoing relevance and accuracy.

St. Louis Community College – St. Louis, MO   **2011 — 2018**
Manager, Marketing & Communications – Workforce Solutions
Group

Directed daily marketing operations, including content creation, campaign execution, and brand messaging across print, digital, video, and social media platforms. Collaborated with faculty, program directors, and business partners to promote continuing education, workforce training, and community engagement initiatives. Managed advertising budgets, vendor relationships, and media placements.

- Promoted from District Marketing Manager to Division Marketing Manager; expanded responsibilities to drive consumer and business marketing for professional and personal training solutions, while leading graphics and video team.
- Cut printing expenses by 30% by introducing streamlined marketing categories for professional and personal development programs.
- Achieved 25% increase in program awareness by developing new distribution channels and expanding program reach.
- Conducted SWOT analyses to reimagine and repackage programs, leading to successful relaunches in updated formats.
- Reduced overall marketing costs by 30% through development and execution of email and social media strategies.
- Boosted Continuing Education enrollment at St. Louis Community College by 7% through launch of integrated marketing strategy across print, web, video, and social media channels.
- Created marketing materials for state and federal educational programs through the STLCC Workforce Solutions Group Brand further cementing St. Louis Community College's workforce development efforts.
- Expanded program visibility and delivered high-impact personal and professional development opportunities by building strategic partnerships with local businesses and agencies.
- Accomplished notable 15% increase in participation by establishing brand standards and creating distinctive voice for enrichment and professional training audiences.

Education

Master of Business Administration (MBA)
Webster University – St. Louis, MO

Bachelor of Science in Marketing and Management
Maryville University – St. Louis, MO

Certifications

- **Prosci Certified Change Practitioner** (2021)

Technical Proficiencies

- **Adobe Creative Suite (Mac/PC):** InDesign, Illustrator, Photoshop, After Effects, Premiere Pro
- **Instructional Technologies:** Articulate 360 (20 yrs): Storyline, Rise, Adobe Captivate; Video/Audio editing; SCORM production
- **Video Production:** Vyond, Camtasia, Adobe Premiere Pro
- **Web Content:** SharePoint, Wix, WordPress, Magento, Squarespace
- **Print Production**