

**JOHN J.
NORTHROP**

**ENTERPRISE DIGITAL STRATEGY |
BUSINESS TRANSFORMATION |
PRODUCT & PORTFOLIO
LEADERSHIP**

I help organizations connect business objectives, technology, marketing and operations—turning complex challenges into practical digital solutions.

WHAT I BRING

**I SEE THE WHOLE PICTURE—
AND HOW TO GET IT DONE.**

STRATEGY

Connecting business objectives to actionable digital roadmaps.

ALIGNMENT

Bringing business, marketing, operations, creative and technology together.

EXECUTION

Staying close enough to the work to turn strategy into actual solutions.

LEADERSHIP & TRANSFORMATION

STRATEGY & TRANSFORMATION

- Enterprise Digital Strategy
- Business Transformation
- Roadmaps • AI Adoption

PRODUCT & EXPERIENCE

- Product Strategy • UX/IA • Customer & Employee Experience • Digital Platforms

TECHNOLOGY & OPERATIONS

- CRM & MarTech • Workflow Improvement
- Integration • Governance

LEADERSHIP & DELIVERY

- Cross-Functional Leadership
- Executive Communications
- Prioritization • Change

IDEAS INTO ACTION

SiriusXM — SPIN

Enterprise product information platform

DRIVE4COPD

National patient-facing digital health campaign

Northwell Health — Patient List Management

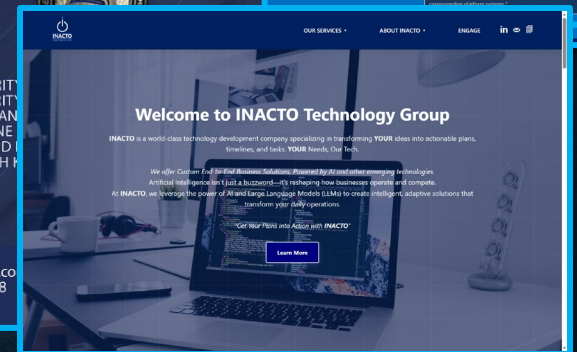
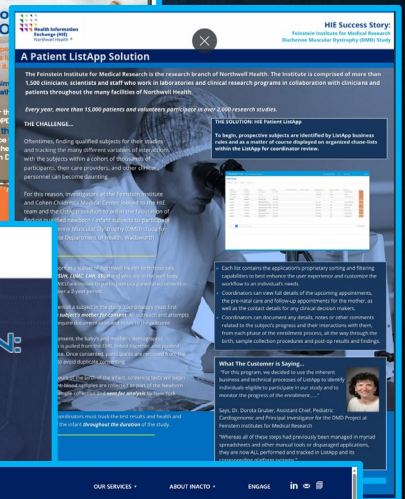
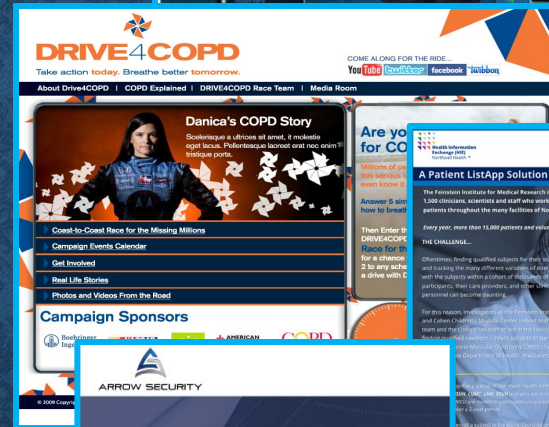
Healthcare application/product experience

Arrow Security

Digital transformation and enterprise applications

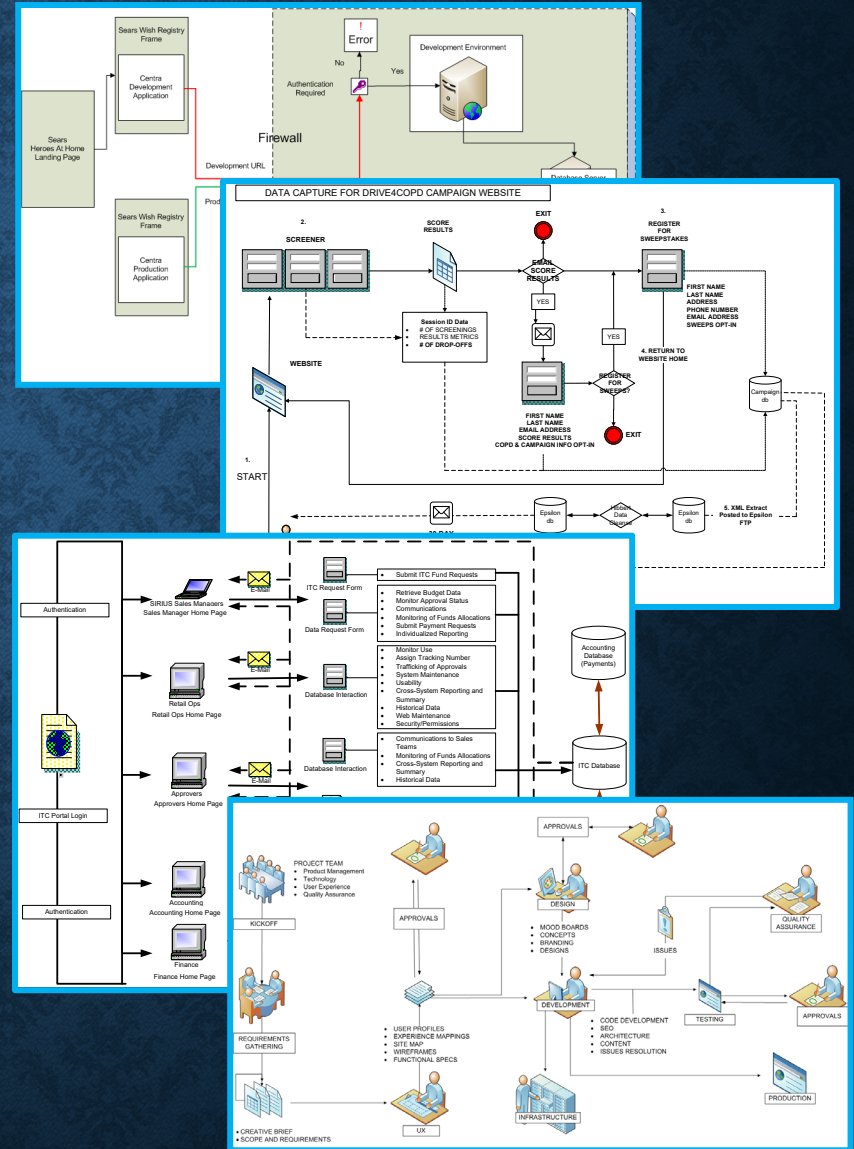
Inacto Technology Group

Digital strategy, CRM, marketing technology & AI



HOW I THINK

Understand the business.
Map the experience.
Connect the systems.
Align the people.
Execute.



**WHERE I
CAN
HELP**

WHERE COULD I MAKE AN IMPACT?

- Digital Strategy & Transformation
- Product & Platform Strategy
- Web & Digital Experience
- CRM / MarTech / Marketing Operations
- Workflow & Process Improvement
- AI-Enabled Business Solutions
- Client & Stakeholder Leadership
- Cross-Functional Program Leadership

Leadership Role | Consulting Engagement | Strategic Projects

Thank you!

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