Tim Rawson

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Profile

I'm a natural collaborator and creative leader with 12+ years in the innovation space. During that time, I've had the opportunity to help launch, grow and sunset organizations. I take particular pride in challenging teammates to expand their capabilities and confidence, so we can amplify our impact together and jointly celebrate (or learn from) the results.

Experience

VMware by Broadcom

Aug. 2021 - Present

Sr. Innovation Communication Mgr., Office of the CTO

- Led the development of a groundbreaking 2023 keynote presentation in collaboration with VMware's Chief Technology Officer (CTO), announcing a company-wide pivot toward AI and machine learning in the cloud.
- Shaped tone and tenor externally and internally at the executive level, ghostwriting blogs, company emails, and social media posts for executives, including the CTO and Chief Sustainability Officer.
- Developed a comprehensive communications plan for VMware's annual ESG report, contributing to the company's recognition as the top-ranking company on Just Capital's "Top 10 for the Environment" list.
- Orchestrated a successful SXSW PanelPicker social campaign and co-created a presentation (theme/content/design), leading to a notable SXSW talk by the Chief Sustainability Officer, attracting personal requests for assistance from Michael Dell and the governor of Texas.
- Managed engagements with external contractors for high-impact mainstage conference keynote development and with public relations/marcom firm to develop a social media plan, resulting in a 22% increase in followership for the Office of the CTO X (formerly Twitter) account.
- Collaborated with corporate comms and brand teams, leading several internal and external comms properties including the overall vision, layout, and copy for the public VMware innovation page.

Hopelab

Jul. 2017 - Dec. 2020

Growth & Insights Manager

- Led a successful member engagement overhaul including a brand refresh and web user-experience re-design leading to an average increase in engagement of 112% across platforms and events.
- Collaborated with external brand/design agencies to develop new company brand identity and website.
- Created and launched an effective change-focused innovation program for mid-level leaders in large organizations. 100% of those surveyed said that they had increased confidence in their ability to create change in their organization.
- Conducted user research to co-create a well-received internal culture manifesto with leadership and staff to reflect a cohesive and high-performing environment.
- Managed and helped professionally grow a small, remote, high-performing team through a "roller-coaster" of a 2020.
- Developed annual operating budget, monitored team finances and introduced operational efficiencies when needed to ensure consistent year-end performance.

Tim Rawson

Core Proficiencies

Use creative storytelling for impact.

Trasnform complex ideas into digestible concepts.

Passionate about developing employees and culture.

Adept at applying innovation processes & methods.

Work to build consensus and enable collaboration.

Operate under the assumption that nice guys can indeed finish first.

Courses & Certifications

Leading for Creativity / **IDEO U**

Mastering Project Management / **Villanova University**

Lean Six Sigma Green Belt / **MoreSteam**

Certificated Change Agent / **NHS Leadership Academy**

Behavior Change Bootcamp / **BJ Fogg PhD**

Principles of Graphic Facilitation / **The Grove Consultants**

Education

B.S. Business Administration Marketing, 2003 / **California State University, Chico**

Experience Cont'd

Dignity Health

Dec. 2014 - Jun. 2017

Director, Design & Innovation

- As part of the Performance Excellence and Project Management Office, I ran design sprints to increase patient experience and process efficiencies. One sprint resulted in 60% higher HCAHPS scores for patients' perception of nurse communication.
- Led creative, strategic, and visioning sessions for department leaders such as Quality, Pharmacy and Nursing.
- Built education plan and curriculum, bringing Design Thinking into the organization's Innovation Academy.
- Introduced an organizational "Offroad Map" strategic plan for innovation and design initiatives.

Adventist Health

Jun. 2012 - Apr. 2015

Innovation Council Member

- Evaluated and selected potential high-impact, strategically-focused innovation projects for seed funding.
- Reduced barriers to change and innovation by providing resources and/or support to employees' promising ideas.
- Advised the council about tools and resources to help inspire and drive innovation initiatives at Adventist Health.
- Provided a "cultural wildcard" and organizational-outsider perspective for a largely c-suite and executive leadership council.

Kaiser Permanente

Feb. 2009 - Nov. 2014

Sr. Innovation & Design Analyst

- Grew Innovation Learning Network membership by 216% through targeted business development.
- Responsible for all aesthetic design, branding, and communications.
- Designed a BOGO program to include financially constrained hospitals in our innovation network.
- Built and facilitated innovation and design sessions.
- Created resources for innovators to inspire and drive change in their organizations.