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Top Skills

Leadership Development
Executive Coaching
Employee Engagement

Debra Keenan

Senior Organizational Consultant
West Orange, New Jersey

Summary

EMPLOYEE ENGAGEMENT LEADER with 20+ years of success driving diversity initiatives, strategy, revenue growth, and operational excellence at global organizations.

Over the course of my career, I've operated in the private and non profit sectors, led teams in large firms, launched a startup, and held employee and business development roles. In diverse environments, I have gained a deep understanding of workplace demands and how to engage others across functions and levels. My experiences have enabled me to consistently engage employees to drive quality, productivity, and profitability. They have also sprouted a lifelong fascination with how to inspire professionals, break down limiting beliefs, and empower people to realize their full potential.

Representative Achievements:

- ▶ Architected first global employee engagement program for BNYM's Treasury Service Technology arm, which staffs 600 across the US and India.
- ▶ Co-founded an executive leadership coaching company, DKBWave, which served 500+ executives across the NGO, government, and private sectors, including Fortune 500 firms.
- ▶ Oversaw \$100M+ P&L and 80+ employees as SVP of JPMorgan's Institutional Trust Services (ITS). Served on Corporate and ITS' Diversity Councils; raised \$2M as UNCF Campaign Co-Chair.

As technology connects the world more closely, engagement has likely never been more important. I'm excited to continue to inspire people at all levels, help firms create positive employee experiences, and accelerate collaboration, innovation, and revenue growth.

If you would like to collaborate with a high-level leader at the forefront of global employee engagement and leadership development, I'd love to connect!

- ▶ Employee Engagement Strategy
- ▶ Global Program Design
- ▶ Diversity and Inclusion
- ▶ Surveys and Data-Driven Initiatives
- ▶ Business Development Strategy
- ▶ Executive Coaching

Experience

BNY Mellon

Vice President

February 2016 - December 2019 (3 years 11 months)

Treasury Services Technology

I architected, launched, and piloted BNYM's Technology Services Technology division's first employee engagement program. Within two (2) months, I designed and articulated its strategic blueprint, presented to and secured approval from senior leadership team, and commenced implementation across its 600-employee operation spanning the United States and India.

28% INCREASE IN ACTION-TAKING SCORES ▶ Leveraged employee feedback from inaugural survey to design programs that drove engagement scores 10%+ within a year and increased action-taking scores 28%, i.e., employees' belief that action was taken based on their input.

90%+ PROGRAM FAVORABILITY ▶ Conceptualized and championed numerous employee engagement programs that received 90%+ favorability scores.

ENGAGEMENT PROGRAM SUCCESS ▶ Among other programs, designed and delivered a career development seminar on business norms and behavior, which received an excellent rating from 90% of participants.

CHANGE MANAGEMENT AND BNYM'S WOW AWARD ▶ Orchestrated conversion from legacy office floor plan to open office layout with zero (0) complaints. Honored by BNYM with its highest-level WOW Award for operational excellence and change management.

DKBWAVE Training and Consulting
Principal Partner and Co-Founder
March 2004 - February 2016 (12 years)

I co-founded an executive leadership coaching, training, and consulting company, and grew it into a respected firm that served hundreds of leaders across the non-profit, government, and private sectors. Our key clients included GEICO, ADP, National Urban Fellows, United Way of New York City and City of New York.

LEADERSHIP PROGRAM DEVELOPMENT ▶ Conceptualized and developed 30+ programs which leveled up leaders' skills, inspired new behaviors, and catapulted executive effectiveness across functions and sectors. Representative topics: collaborative team building, board development, and multicultural leadership programming.

BUSINESS DEVELOPMENT STRATEGY AND GROWTH ▶ Played vital role in business development and marketing decisions, including omni-channel marketing and CRM strategy. Engaged in frontline sales execution, served as ongoing steward of key relationships, and grew sales pipeline from 0 to 500+ executives.

INDIVIDUALIZED COACHING PROGRAMS ▶ Tailored training programs to target executives' specific organizational challenges, coached them one-on-one and in groups, and consistently offered leaders with the tools, counsel, and momentum to leap towards the achievement of their near-term and enduring objectives.

JPMorgan Chase

15 years

Senior Vice President/Executive on Loan/Enterprise Community Partners

February 2003 - February 2004 (1 year 1 month)

I was selected to serve as Special Administrator to Executive Director of Enterprise Community Partners, a community-based non-profit that has invested \$43B+ in affordable housing nationwide. ECP entrusted me with developing employee engagement blueprint, creating and implementing firm-specific programs, and coaching enterprise executives to increase their use of effective management and leadership practices.

EMPLOYEE ENGAGEMENT STRATEGY ▶ Established comprehensive employee engagement roadmap, including best practices, targeted career development programs, and KPIs, which laid the foundation for and supercharged employee cohesion, morale, and productivity.

ENGAGEMENT PROGRAM SUCCESS ▶ Among other programs, designed and delivered a career development seminar on business norms and behavior, which received an excellent rating from 90% of participants.

Senior Vice President and Business Manager

January 1999 - February 2003 (4 years 2 months)

I directed all aspects of JPMorgan Chase's Corporate and Municipal Trustee business, from overseeing hiring, development, and engagement of 80 professionals to supervising risk management infrastructure, maximizing customer satisfaction, and driving revenue.

NINE-FIGURE OPERATIONS MANAGEMENT ▶ Entrusted with authority over ITS' \$100M annual revenue operation.

LEGACY INFRASTRUCTURE MODERNIZATION ▶ Managed transformation of legacy front office operation, end-to-end, which improved customer relations, efficiency, and quality of service.

DIVERSITY AND INCLUSION ▶ Selected to join the firm's Corporate Diversity Council chaired by the CEO. Served as Co-Chair of JPMorgan Chase's United Negro College Fund campaign and raised \$2M towards minority student scholarships.

Senior Vice President and Business Manager, Institutional Trust Services

2001 - 2003 (2 years)

New York, NY

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Vice President and Business Manager, Capital Markets Fiduciary Services

1996 - 1999 (3 years)

New York, NY

I was brought in to spearhead Capital Market and Fiduciary Services' \$30M core business, including steering its fastest-growing product lines Escrow, International Debt, and Project Finance.

CHANGE MANAGEMENT AND OPERATIONAL EXCELLENCE ▶ Led the restructuring of CMFS' International Team, which expanded global productivity and boosted client satisfaction.

Vice President, Cash Management Sales Public Sector
1989 - 1996 (7 years)
New York, NY

Within two (2) years, I was promoted to helm all Cash Management Sales in New Jersey, from charting and implementing JPMorgan Chase's cash management sales strategy to developing tactical campaigns and ensuring the team's business development goal attainment statewide.

SALES AND SALES MANAGEMENT ▶ Won the first major deal with the State of New Jersey totaling \$200,000 per year in revenue. Recognized with top salesperson award.

Education

John Hopkins University
Certificate, Contract Tracing · (2020 - 2020)

University of Wisconsin-Madison
Master of Business Administration (M.B.A.), Finance and Investment Banking

New York University
Executive Coaching Certificate

Rutgers, The State University of New Jersey-New Brunswick
BA, Political Science and Economics