

PATRICK MASON

Digital Adoption & Change Management Leader | Enterprise Technology Enablement | Prosci | PMP

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PROFESSIONAL SUMMARY

Digital adoption and organizational change leader with 10+ years across technology implementation, training, operations, and project management, including 6+ years leading enterprise digital-adoption initiatives for Fortune 100, government, healthcare, financial-services, utility, construction, and technology organizations. Prosci-certified and experienced developing adoption strategies, launch and enablement plans, in-product guidance, communications, training, and scalable support models. Skilled at identifying adoption barriers, translating complex technology changes into clear user experiences, partnering across business and technical teams, and using feedback, validation, and observed usage challenges to continuously improve solutions.

CORE CAPABILITIES

Digital Adoption Strategy	Organizational Change Management	Technology Launch Readiness
Training & Enablement	In-Product Guidance / DAP	Communications & User Narratives
User Feedback & Workshops	Adoption / Process Improvement	Workflow Optimization
Stakeholder Partnership	Scalable Playbooks & Standards	WalkMe Solution Engineering

PROFESSIONAL EXPERIENCE

HKA Global - Manager, Digital Adoption & Change Management

2019 - Present | National / Global Client Portfolio

- Lead digital-adoption, change-management, and technology-enablement initiatives across enterprise platforms including PMWeb, WalkMe, Salesforce, SAP Ariba, and custom applications for complex global and public-sector organizations.
- Develop adoption approaches from discovery through launch and post-go-live support, identifying user needs and barriers and translating them into communications, training, in-product guidance, validations, workflows, and ongoing enablement.
- Partner with business leaders, project teams, administrators, and technical resources to align technology changes with business processes, prepare users for launches, resolve adoption issues, and continuously refine solutions.
- Create scalable enablement assets including on-screen walkthroughs, contextual guidance, training videos, workshops, reusable standards, administrator guidance, and instructor-led and self-guided learning experiences.
- Expanded the Digital Adoption department 8x within five years; established solution standards, review practices, and best-practice guidance and trained/audited in-house digital-adoption builders for 10+ clients.
- Spearheaded implementations that reduced training time by 50% for multiple clients and use user feedback, process/data validation, support needs, and adoption challenges to identify opportunities for improvement.

Selected digital adoption & change engagements

- Stanford Healthcare:** Served as OCM specialist for an expedited, multi-phase PMIS migration; helped employees understand both the technical change and the business rationale, and designed/delivered training for approximately 130 PD&C; employees.
- Colorado Department of Transportation:** Created digital guidance across PMWeb Project Delivery Plan processes and all LMS training videos for project managers covering scheduling, deliverables, communications, and project setup; later moved into an oversight/chief-reviewer role.
- Apple RE&D; / Apple Retail:** Built and expanded enterprise digital-adoption experiences, including custom graphical navigation and user guidance for complex PMWeb workflows, and provided ongoing training for project managers.
- Rooms To Go:** Transformed instructor-led onboarding content into a self-guided digital learning experience designed to scale hiring and reduce dependence on classroom training.
- Netflix / Intact Insurance / MiQ / Stars Behavioral Health:** Led enablement sessions and technical workshops for internal digital-adoption teams, teaching advanced platform practices and helping customer teams become self-sufficient.

TruFusion LLC - Technical Operations Manager

2014 - 2019 | Las Vegas, NV

- Led rollout and adoption of the MINDBODY platform across corporate and franchise studios, standardizing templates, procedures, technology practices, and training to improve consistency and scalability.
- Developed SOPs and operational guidance used for franchisee training and repeatable execution across a nationwide, multi-million-dollar organization.

Vegas Hot! Yoga and Pilates - Operations Manager / Director of Technology

2008 - 2014 | Las Vegas, NV

- Managed technology, operations, staff development, training, and process improvement while building teams focused on consistent execution and customer experience.

EDUCATION, CERTIFICATIONS & TECHNOLOGY

Education University of Nevada, Las Vegas BA, Business Entrepreneurship & Music Technology	Certifications Prosci Certified Change Practitioner, 2021 Project Management Professional (PMP), 2024 WalkMe Certified Program Manager, 2022 WalkMe Certified Solution Engineer, 2020 WalkMe Certified Partner Solution Engineer	Platforms & Tools WalkMe PMWeb Salesforce SAP Ariba Inline Manual ChatGPT GitHub Copilot jQuery HTML SQL fundamentals Microsoft Teams Trello G Suite
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