JOSEPH R. MESSINA
Strategic Program Leader | Growth Systems Architect | CXO Force Multiplier

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EXECUTIVE SUMMARY

Hands-on operations executive who transforms high-potential organizations into systematic growth engines, from venture-backed startups to Fortune 500 enterprises. Proven architect of category-defining platforms and innovation methodologies, with unique expertise integrating strategic frameworks with lean execution models. Career-long track record as CEO thought partner and organizational force multiplier who drives results across complex, scaling environments.

⚡ When there's a gap, I fill it. When there's a bottleneck, I break it. When priorities shift, I adapt -- without losing momentum ⚡

PROFESSIONAL EXPERIENCE

STARTUPOS | La Quinta, CA / Cincinnati, OH (Remote)
Chief Startup Officer & Chief of Staff / VP Product | January 2022 – July 2025

Strategic research and operations leader and employee #2 for Silicon Valley Bank-backed tech startup, serving as CEO thought partner during critical growth and disruption events including SVB collapse, VC funding downturn and AI explosion.

- **Built Growth Engine from Zero:** Architected and executed go-to-market strategy that scaled multi-sided AI-enabled SaaS acceleration platform from concept to 5,000+ (startups, mentors, investors, partners) in less than 18 months
- **Strategic Decision Support:** Delivered market intelligence synthesis driving pivotal go/no-go/pivot decisions throughout the commercialization lifecycle: product inception, business formation, market validation (MVP), product-market fit (PMF), go-to-market (GTM) launch, and scale-up.
- **Systems Architecture:** Designed operational frameworks spanning product development, customer experience, sales enablement, and ecosystem engagement that enabled rapid scale
- **Corporate Venture Partnerships:** Orchestrated strategic startup-corporate partnerships by combining AI-powered venture scouting with high-touch human experiences (workshops, accelerators, pitch competitions, venture discovery programs) that nurture and identify investment and M&A opportunities
- **Thought Leadership:** Shared AI adoption and digital transformation insights with enterprise clients and personally mentored hundreds of early-stage startup founders, establishing StartupOS as a trusted ecosystem authority

DIGICARE | DIGIFARM | PIGNUS CYBERNETICS | Cincinnati, OH (Remote)
Strategic Advisor (Pro Bono) | September 2017 – October 2024

Strategic operations consultant for multiple early-stage startups across medtech, agritech, and cybertech verticals.

- **Investment Readiness:** Crafted investor pitch decks and market entry strategies that secured seed funding across multiple portfolio companies navigating complex technology shifts (AI/Quantum, IoT, population health)

CINCINNATI INSURANCE COMPANIES | Fairfield, OH (Hybrid)
Advisory Specialist, FP&A Internal Audit Team | March 2021 – December 2021

Process optimization specialist focused on operational efficiency and cost reduction initiatives across multi-office operations.

- **Cost Reduction Systems:** Diagnosed inefficiencies across 14-office legal-litigation network and engineered workload optimization system that delivered 15% cost reduction while improving service quality
- **Organizational Intelligence:** Conducted 50+ stakeholder interviews across Customer Care organization, identified operational friction points and developed plans to improve call management efficiency and voluntary turnover

CINCINNATI CHILDREN'S RESEARCH FOUNDATION & MEDICAL CENTER | Cincinnati, OH
Innovation Program Manager / Sr. Acceleration Manager for Digital Health | March 2018 – March 2021

Strategic transformation leader at #1 ranked children's medical institution, revolutionizing how breakthrough medical technologies reach patients.

- **Commercialization Process Revolution:** Reimagined and systematized "bench-to-bedside" pathways across four asset classes (biologics, digital health, medical devices, small molecules), accelerating time-to-market for life-saving innovations
- **Innovation Culture Architecture:** Architected comprehensive innovation management platform and designed lean startup-inspired internal accelerator programs, playbooks and mentor office hours, transforming 16,000-person institution into commercially-minded organization while maintaining clinical excellence
- **Strategic Partnership Orchestration:** Collaborated with world-renowned clinicians to validate, protect, fund, and spin-out breakthrough technologies addressing traumatic brain injury (TBI), attention deficit hyperactivity disorder (ADHD), model-based precision dosing (MIPD), and complex care navigation–bridging the gap between clinical insight and market impact

BATTERII | Cincinnati, OH
Chief of Staff | EVP Strategy, Alliances & Product | June 2011 – June 2017

Category-creation leader and founding team member of breakthrough SaaS design thinking platform that redefined how global brands approach customer discovery and innovation.

- **Category-Defining Platform Creation:** Architected and launched industry's first integrated design thinking SaaS platform, enabling Fortune 500 brand builders to systematically navigate the "fuzzy front-end" of innovation–ultimately serving global leaders including Stanford d.school, P&G, Adidas, Coca-Cola, J&J, and BCG Digital Ventures
- **Strategic Ecosystem Development:** Orchestrated strategic partnerships with world-class design agencies and innovation consultancies, creating network effects that positioned Batterii as the central nervous system for enterprise design thinking
- **Market Validation and Analyst Recognition:** Led analyst engagement program (Forrester, Gartner) that established Batterii as the definitive solution for discovery and collaboration, creating category awareness and competitive differentiation
- **Cross-Functional Growth Engine:** Synchronized product, market strategy, and customer success into a unified growth system that transformed startup uncertainty into predictable expansion across enterprise and agency segments

SPIGIT | San Francisco, CA / Cincinnati, OH (Remote)
VP Market Analysis / VP Customer Success & Community Management | December 2009 – June 2011

Innovation management ecosystem architect for leading SaaS platform serving the world's largest enterprises.

- **Enterprise Success Team & Methodology:** Built 15-person success team and systematic services framework enabling 120+ Fortune 500 innovation programs (AT&T, 3M, Coca-Cola, Fidelity, IHG, Maricopa County, MetLife, NYC, PepsiCo, P&G, Pfizer, Progressive, Ubisoft, Volvo) to transform from ad-hoc ideation to strategic innovation engines
- **Operational Excellence at Enterprise Scale:** Designed comprehensive SLA management framework and escalation resolution protocols that maintained service quality enabling zero customer churn during 300-500% YOY hyper-growth period
- **Innovation Best-Practice Codification:** Created comprehensive methodological frameworks and implementation playbooks that transformed corporate innovation from experimental initiatives into systematic competitive advantages
- **Next-Generation Platform Vision:** Conceptualized "goBIG!" growth roadmap to scale Spigit from $25M to $100M ARR through market segmentation and exponential scaling models, establishing foundation for category expansion

QUEST DIAGNOSTICS, HEALTHCARE IT SOLUTIONS | Mason, OH
Director Strategy & Innovation / Director Project Management Office | August 2001 – December 2009

Strategic transformation architect who pioneered integration of world-class management frameworks with operational excellence methodologies within the largest diagnostic lab in North America.

- **Strategic Alignment & Execution Framework:** Successfully integrated Blue Ocean Strategy, Balanced Scorecard, and Six Sigma methodologies into unified strategic management system that fundamentally transformed how healthcare IT decisions were made and executed across the enterprise
- **Cloud Infrastructure Pioneer:** Led enterprise-wide implementation of cloud-based solutions for document, strategy, portfolio, project, requirements, process and innovation management while orchestrating a transition from waterfall to agile
- **Enterprise Resource Optimization:** Designed and implemented strategic resource allocation methodology that optimized 60% of company's R&D capital allocation, ensuring maximum impact from innovation investments
- **M&A Integration Leadership:** Built 16-person PMO that systematized product development across multiple $4M+ releases, creating the operational foundation that enabled successful integration of a 500-employee healthcare IT acquisition as a strategic business unit responsible for managing 2 million daily transactions across 200,000 physicians

[SIEMENS DIGITAL INDUSTRIES SOFTWARE](#) | **Milford, OH**

Product Manager | June 1991 - August 2000

Product strategy pioneer who established market leadership in emerging Product Lifecycle Management (PLM) category.

- **Market Category Leadership:** Launched groundbreaking PLM solutions ([I-DEAS](#)) that integrated mechanical (MCAD) and electrical (ECAD) design and manufacturing processes for Fortune 500 manufacturers (Boeing, Ford, P&G, Toyota), establishing Siemens as definitive market leader in digital transformation for global manufacturing
- **Blue Ocean Innovation:** Led award-winning growth initiative that identified and exploited untapped opportunities at intersection of Product Lifecycle Management (PLM), Business Process Management (BPM), and Knowledge Management (KM)–solving critical brain-drain challenges for global customer base
- **Strategic Account Transformation:** Managed digital twin product suite (Sheet Metal Fabrication, 3D Printing/Rapid Prototyping, Wire Harness Design, MCAD/ECAD Bridge, Robotics) that became mission-critical infrastructure for world's leading manufacturers, demonstrating ability to turn complex technical solutions into indispensable business platforms

[CADAM, A LOCKHEED & IBM COMPANY](#) | **Burbank, CA | Cincinnati, OH**

Support Manager / Account Executive | June 1986 - June 1991

Helped global manufacturers integrate computer-aided design/engineering/manufacturing and Product Lifecycle Management (CAD/CAE/CAM/PLM) tools into core workflows during a major technological and cultural inflection point.

- **Global Support Infrastructure:** Managed 24/7 pre- and post-sales support center across multiple channels: direct customers, Direct Sales, IBM Sales, Value-Added Resellers, and Independent Hardware/Software Vendors
- **Multi-Channel Sales Excellence:** Covered 12-state Midwest territory in hybrid direct sales and IBM/VAR channel support role (post-IBM acquisition), consistently achieving $3M+ in annual software revenue

EDUCATION & CERTIFICATIONS

- **Bachelor of Arts in Architecture** (University of Kentucky)
- **Six Sigma Green Belt Certified** (Quest Diagnostics)
- **Kaplan-Norton Balanced Scorecard (BSC) Certified Practitioner** (Palladium Credential ID 08-121)

EXPERTISE

MANAGEMENT: Strategic Planning, Execution & Performance Management Frameworks (Balanced Scorecard, OKRs, Blue Ocean Strategy, Six Sigma) | Strategic Program Management | Process Management & SOPs | Knowledge Management & CoPs | Organizational Change Management | AI Integration Strategy | Startup Ecosystem & Accelerator Design | Venture Scouting & Corporate Innovation Programs | Project Portfolio Management | Product Management & GTM Strategy | Customer Discovery, Customer Success & Customer Experience | Market Research & Analysis: Qual/Quant, Competitive Intel, Market Mapping, Segmentation, Ideal Customer Profile | Personas & Journey Mapping | Design Thinking | Design Sprints | Financial Modeling & Business Case Development | Partnership Management | SDLC Methodologies: Waterfall/Agile/Lean | DEI Advocacy | Mentoring

INDUSTRIES: Enterprise Software (B2B/SaaS/AI/PLM), AEC, Aerospace, Automotive, AgTech, Cybertech, Edtech, Fintech, HealthTech, CPG, Manufacturing

TOOLS: Microsoft Office, Project, Visio, PowerPoint, Apple Keynote, Google Workspace, Figma, ClickUp, Planview-Spigit, Jira/Confluence, LucidChart, MURAL, Slack, Generative AI (Gemini, ChatGPT, Claude, Perplexity), Intercom, Pendo, MixPanel Product Analytics, Zendesk, Digital Twin (CAD/CAM/CAE/PLM) collaborative product innovation platforms