



JOSEPH BOYLAN

Senior Leader and Strategist

A design strategist and systems builder with 20+ years of experience driving impact across government, private sector, higher education, and nonprofit environments. Known for an innovative, forward-thinking mindset, I'm a trusted partner to C-suite leaders, translating vision into clear, executable strategies. I align teams, design scalable solutions, and deliver measurable outcomes that advance organizations, strengthen ecosystems, and unlock sustainable, long-term growth.

Contact

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Education

Penn State University
Wilkes-Barre, PA

B.S. in Business
Marketing & Management

Skills

- Economic Development Strategy
- Visual Communication
- Change Management
- Client Relations
- Customer Experience
- Research & Data Analytics
- Service Blueprinting
- Design Thinking
- Executive Communications
- Storytelling
- Journey Maps & Personas
- Project Management
- Session Design & Facilitation

References

Teri Ooms

Founding CEO, The Institute
E: ooms@institutepea.org
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Dave Yeager

Founder & CEO, Showcase
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Jonathan Gurvey

Sr. Business Strategist, Throughline
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Experience

Portfolio Director (Formerly Principal Design Strategist) | 06/2021 - Present

Throughline, Inc. (Washington D.C. - Remote)

- Lead enterprise-wide digital transformation and innovation initiatives across federal and commercial clients, driving modernization of operations, strategy, and customer experience through human-centered, data-driven approaches.
- Manage full portfolio lifecycle, including business development, contracting, profitability, and delivery, while overseeing multiple accounts and cross-functional teams within the Digital Transformation & User Experience portfolio.
- Designed and implemented a centralized project management framework that eliminated onboarding inefficiencies, improved team alignment, reduced ramp-up time, and increased profit margins; solution adopted firm-wide.
- Partner with C-suite executives to build strategic roadmaps, develop business cases, and translate complex initiatives into clear, actionable execution plans across industries.
- Facilitate strategy sessions with KPMG (U.S. and Global) to develop emerging technology research and AI operating models, shaping enterprise-level innovation agendas.
- Deliver visual strategy and executive storytelling solutions for organizations including Northrop Grumman, Mercer, Amazon, and e.l.f. Beauty, enhancing communication of complex digital strategies.
- Led a multi-partner \$250M U.S. Department of Labor initiative to modernize Unemployment Insurance systems; recognized with a Grant Thornton team excellence award.
- Created executive-level visual strategy map for the U.S. Department of Energy CIO, presented at CyberCon, and supported U.S. Army Corps of Engineers in deploying digital transformation strategy.
- Promoted three times in two years; mentor to 30+ strategists and facilitator of high-impact workshops, including enterprise storytelling sessions for global teams at Carnival Corp.

Chief Operating Officer (COO) | 08/2020 - 06/2021

ENX2 Digital Marketing (Wilkes-Barre, PA)

- Designed and implemented operational systems to improve onboarding, delivery, and client communication.
- Increased company portfolio by 35% within six months.
- Built scalable workflows integrating digital tools and cross-team collaboration.

Vice President, Economic Development | 10/2014 - 08/2020

Greater Wyoming Valley Chamber (Wilkes-Barre, PA)

- Led transformation of the organization from a \$15M deficit to a \$2M surplus, restoring certification as a statewide economic development organization.
- Secured \$15M+ in federal, state, and local funding supporting infrastructure projects, workforce programs, and entrepreneurship initiatives.
- Developed and launched Wilkes-Barre Connect, a regional economic development initiative connecting universities, government, and private industry to support entrepreneurship and innovation.
- Led development of the Wilkes-Barre THINK Center, a 6,000-square-foot technology and workforce training hub developed in partnership with Penn State University.
- Secured public funding incentives supporting business attraction and retention initiatives, for projects involving Berkshire Hathaway GUARD Insurance and American Paper Bag.
- Designed data-backed programs, funded by federal and state agencies, including NEPA Works, Coding the Coal Region, and The PARKS Initiative, to optimize workforce pipelines, reduce inefficiencies, and inform regional strategic planning.

Clients/Partners



Pennsylvania
Department of Community
& Economic Development

Links

Professional Summary
[LinkedIn](#)

Portfolio
[JosephBoylan.net](#)

Commencement Speech
Penn State University
Wilkes-Barre Campus May 2025

Experience (continued)

Director of Government Services | 11/2012 - 05/2017

Ashburn Advisors, LLC (Scranton, PA)

- Advised municipalities and regional organizations on infrastructure recovery strategies, capital project development, and public financing.
- Secured \$12M+ in federal and state funding supporting infrastructure recovery and community revitalization projects following major flooding.
- Led development of infrastructure recovery plans addressing transportation, sewer, and public works investments across multiple municipalities.
- Managed grant development, RFP processes, and implementation strategies for local government infrastructure projects.

Chief of Staff | District Director | 03/2008 - 10/2012

Pennsylvania House of Representatives | Pennsylvania Senate (Harrisburg, PA)

- Directed regional economic development initiatives and constituent operations across a three-county legislative district representing more than 50 municipalities.
- Structured and implemented a \$4M small business recovery loan program supporting businesses impacted by natural disasters.
- Secured \$4.5M in public funding supporting construction of a \$7.6M Culinary Arts Institute.
- Coordinated development of the \$7M LCCC Health Sciences Center, transforming a vacant downtown property into an educational and economic anchor.
- Led stakeholder coordination among state agencies, municipalities, and federal partners including the U.S. Economic Development Administration.

Research Analyst | 12/2004 - 03/2008

The Institute (Wilkes-Barre, PA)

- Conducted economic research and developed strategic plans supporting municipalities and regional development organizations.
- Projects included regional migration studies, economic indicators reports, and multi-municipal development strategies.

Key Fit Analysis

Proven Economic Development Leader with Measurable Impact

Led a full-scale transformation of a regional economic development organization, retained/expanded thousands of jobs and securing more than \$15M in funding. Brings a results-driven approach aligned with the role's focus on job creation, capital investment, and tax base growth.

Deep Experience in Business Attraction, Site Selection & Incentives

Worked directly with site selectors, developers, and corporate leaders to identify sites, evaluate land/buildings, and structure competitive incentive packages. Successfully aligned public funding programs, workforce strategies, and stakeholder introductions to close deals.

Expert in Public-Private Partnerships and Government Navigation

Extensive background working within and alongside local, state, and federal government, including roles in the PA House and Senate. Proven ability to align public and private stakeholders, secure funding, and execute complex, multi-partner initiatives.

Builder of Entrepreneurial Ecosystems and Innovation Platforms

Created and scaled initiatives such as Wilkes-Barre Connect and the THINK Center, integrating startups, education, capital access, and business support. Demonstrated ability to foster entrepreneurship and drive regional innovation.

Executive Leader with Strong Communication & Relationship-Building Skills

Trusted advisor to C-suite leaders across government and Fortune 500 organizations, with a reputation for building relationships, aligning stakeholders, and communicating complex strategies clearly. Well-positioned to serve as a visible and effective spokesperson for region.

Strategic Workforce & Talent Alignment Leader

Designed and launched workforce initiatives that connect employers with education and training pipelines, addressing skills gaps and enabling business expansion. Strong track record of aligning industry needs with talent development systems.

Capabilities

Focus Area #1: Strategic Execution

Build and execute strategies that define where organizations are going, why it matters, and how to operationalize that vision. Approach is grounded in data, market insights, and aligning strategy to strengths, creating sustainable models driven by measurable outcomes.

Focus Area #2: Operational Excellence

Experience in designing operational systems that reduce friction, align to strategy, and scale performance. My focus and approach centers on creating clarity, increasing transparency, and building processes that enable teams to consistently deliver at a high level.

Focus Area #3: Facilitated Sessions

Engage stakeholders to discuss strategic priorities, develop ideas for core initiatives, and dive deep into content. Outputs include co-creation of strategy, capture the voice of the customer/user, process maps, risk mitigation plans, and strategic communication structures.

Focus Area #4: Program Builder

Design, fund, and operationalize high-impact innovation, education, and workforce pilots, integrating human-centered design, public-private funding strategies, and cross-sector partnerships to move concepts from ideation to scalable, measurable execution and impact.

Focus Area #5: Public Speaking

Known for delivering remarks and presentations to educate, inspire, and motivate students, communities, and practitioners across multiple industries. Mediums include podcasts, video recordings, speaker series, conferences, and commencement addresses.

Case Studies



South Valley Strategic Plan

Led development and execution of a regional economic recovery strategy that coordinated multi-level stakeholders and secured funding to deliver a \$7.6M Culinary Arts Institute and \$7M Health Sciences Center, catalyzing long-term economic and community revitalization.



Northeast PA Natural Disaster Recovery

Directed multi-jurisdictional recovery plan, aligning public and private stakeholders to address immediate and long-term needs. Structured a \$4M small business loan program and secured \$12M+ in state and federal funding to rebuild infrastructure and stabilize local economies.



Wilkes-Barre Chamber Transformation

Rebuilt an economic development organization from \$15M in debt and zero staff into a financially stable and forward-looking innovation hub. Over five years, drove turnaround to a \$2M surplus, restored certifications, and established a regional ecosystem model.



Wilkes-Barre Connect (Innovation Ecosystem)

Designed and launched an automated, partnership-driven service delivery model and innovation ecosystem built on a network of public, private, and academic partners to deliver services across financing, workforce, and business support.



ENX2 Operational Transformation

Led operational strategy and growth for a multi-industry digital marketing firm, implementing systems that improved service delivery, financial transparency, and client onboarding. Aligned operations to growth strategy, resulting in a 35% portfolio expansion within six months.



Throughline Delivery Optimization

Identified and eliminated inefficiencies in project onboarding and team mobilization that were impacting execution and profitability. Developed a centralized, firm-wide project management framework that improved team alignment, reduced ramp-up time, and increased profit margins.



U.S. Department of Energy (DOE) Office of the CIO Strategy

A half-day session with DOE OCIO leaders to capture information critical to defining a structure to effectively communicate the value of the office both internally (department) and externally (Congress). The output (visual comms structure) was unveiled live on stage at the 2025 DOE CyberCon event.



Mercer in Motion

On-site session with Mercer, a premier global consulting firm specializing in health, wealth, and career services. The session identified opportunities to create an immersive environment to attract and educate prospects on Mercer's capabilities and communicate the firm's AI strategy.



KPMG AI Operating Model

Multiple sessions with Global Consulting leaders at KPMG to define and create a visual process model to communicate the AI operating model and showcase the end-to-end process of their AI capabilities across the enterprise.



Coding the Coal Region

Created and launched a computer programming initiative called Coding the Coal Region, which provided free, online computer programming courses to students grades 6-12 in Luzerne County, providing pathways in a variety of computer programming skillsets.



Project PIVOT

Project PIVOT was a pilot program that provided accelerated workforce training and upskilling opportunities for workers aligning with the historic and seismic industry shifts caused by the COVID-19 pandemic. The program was funded by the U.S. EDA and featured a partnership with LinkedIn.



NEPA Works

Created and launched NEPA Works, a project to enhance the quality of workforce in Northeastern PA by addressing skills gaps, to increase opportunities for employees to find gainful employment and provide businesses with the opportunity to expand because of the additional qualified workers.



Carnival Corporation Storytelling Workshop

Designed and led a workshop at Carnival Corporation headquarters, assisting and educating the global cyber security teams and leaders on how using storytelling techniques to effectively communicate strategy and motivate teams.



Boston Innovation Festival (FEI Conference)

Presented the Wilkes-Barre Connect initiative live on stage at the Enterprise Design Thinking Summit of the Boston Innovation Festival in 2019 – sharing the stage with leaders from IBM, Arizona State University, and Capital One.



Commencement and Spotlight Speaker

Selected to serve as the commencement speaker for the May 2025 commencement at Penn State University - Wilkes-Barre Campus, and as a featured speaker to showcase my journey for their 2024 Spotlight Series.