



JOSEPH BOYLAN

SENIOR LEADER & STRATEGIST

Joseph is a senior design thinking practitioner with 20 years of cross-sector leadership, known for building innovative programs, initiatives, and processes that elicits change and creates positive impact. He's a natural leader and mentor, recognized for inspiring teams and shaping strong, values-driven cultures.

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"Joe is a true visionary—equal parts creator and catalyst. He leads with clarity, purpose, and heart, making him an exceptional leader and role model."
-Julie Anixter, VP, Enterprise Design Principal

ABOUT ME

Everything happens for a reason - I truly believe that. Good or bad, every experience is critical to your personal and professional development. I've been knocked down more times than I can remember, yet here I am - full of life and energy. I'm a proud resident of Northeastern PA and son of a Public School Teacher (Mom) and Serial Entrepreneur (Dad). My parents, my wife Lindsay, and my amazing sister (Shannon) and brother (Clancy) have shaped who I am and what I stand for. And as a proud parent, I look forward to continuing to pass on those experiences and knowledge to my daughter Madeline - a student at Drexel University. There is power in story - and I love to share mine. Whether it's my work experiences, my quest for change, or even my life-long personal battles, I love to educate, inspire and motivate.



GO-TO ALBUM

Blood on the Tracks
(Bob Dylan-1975)



INSPIRATION

13 Things Mentally Strong
People Don't DO (Morin)



BEST VACAY

London - specifically the
Covent Garden area



MY MENTORS

Teri Ooms, Terry Clemente,
Julie Anixter, Joh Yudichak



COCKTAIL

Casamigos and club with a
big squeeze of lime



ROOT ROOT

Philly Strong: Eagles,
Flyers, Phillies, & Sixers



BEST CONCERTS

Pearl - Philly (04.29.16)
The "TEN SHOW"



FAV FOOD

I'm a sucker for all-things
with jumbo lump crab

PORTFOLIO



THE DIRECT EFFECT
INNOVATION CHALLENGE

[MORE INFO](#)



WILKES-BARRE
CONNECT CONFERENCE

[MORE INFO](#)



LAUNCH OF THE
PARKS PORTAL

[MORE INFO](#)



THE FEI BOSTON
INNOVATION FESTIVAL

[MORE INFO](#)

CAREER HIGHLIGHTS

- Led multi-million-dollar digital transformation initiatives** across federal and commercial sectors—serving clients like the U.S. Department of Energy, Amazon, and e.l.f. Beauty—while driving growth, innovation, and delivery excellence at Thoroughline Inc.
- Revitalized a struggling economic development organization**, turning a \$15M deficit into a \$2M surplus and securing over \$10M in grant funding to support job creation and entrepreneurship.
- Founded and scaled Wilkes-Barre Connect and the THINK Center**, establishing NEPA as a hub for innovation through strategic partnerships with LinkedIn, USPS, Penn State, and others.
- Built and mentored high-performing teams**, while serving as a leadership advisor, culture builder, and trusted partner to C-suite executives across public and private sectors.

MULTIMEDIA



VIDEOS



PODCASTS



BLOGS

REFERENCES



John Yudichak
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LCCC

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Julia Tylor
VP, Customer Delivery
Thoroughline, Inc.

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WHO I'VE WORKED WITH



JOSEPH BOYLAN

Executive Leader & Strategist

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Location: Harveys Lake, PA

Portfolio: www.josephboylan.net

[LinkedIn](#)

Professional Summary

Dynamic senior leader and strategist with proven success driving digital transformation, economic development, and strategic growth across public, private, and nonprofit sectors. Recognized for building high-performing teams, forging partnerships, and delivering scalable solutions that enhance client impact and community outcomes. Skilled in design thinking, user experience, and storytelling, with deep expertise in operations, fundraising, and client relations. Trusted advisor to C-suite leaders across Fortune 500 and government organizations.

Core Competencies

Change Management | Client Relations | Customer Experience | Data Analytics | Digital Transformation | Design Thinking | Economic & Community Development | Executive Communication | Journey Maps | Project Management | Public Speaking | Storytelling | Strategic Partnerships | User Experience | Workforce Development

Professional Experience

Portfolio Director (Formerly Principal Design Strategist)

06/2021 – Present

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

- Directed multi-million-dollar digital transformation, AI-enablement, and user experience initiatives across federal and commercial sectors.
- Providing strategic and visual communications support to firms exploring internal and external applications and positioning of AI, including KPMG, Northrop Grumman, and the Standard.
- Partnered directly with C-suite executives at organizations including Carnival Corporation, U.S. Department of Energy, and e.l.f. Beauty to drive strategic planning and execution, implement performance monitoring frameworks, and drive data-driven insights to inform decision-making.
- Spearheaded Throughline effort within a \$250M U.S. Department of Labor collaboration with Grant Thornton, Thomson Reuters, and others to modernize state unemployment insurance systems nationwide.
- Designed and launched the “e.l.f. Beautyverse,” a strategic platform showcasing global digital vision, and led high-visibility storytelling efforts—such as the U.S. Department of Energy CIO visual strategy map presented at CyberCon (Dallas).
- Rapidly promoted three times for leadership performance, mentored a team of 30+ strategists as Deputy Competency Lead, and served as master of ceremonies for firm-wide annual event.

Chief Operating Officer (COO)**08/2020 – 06/2021**

enx2 Digital Marketing | Wilkes-Barre, PA

- Transformed operational workflows, including a customized client engagement model to share content and streamline billing, improving service delivery timelines by an average of two months.
- Drove 35% portfolio growth in six months by expanding into five new industry verticals, including construction, A&E, and tech/startups.
- Built and deployed an online ticket platform, integrating G-suite, Monday.com, and Slack, to improve the customer experience and overall satisfaction rates.

VP, Economic Development | Executive Director**10/2014 – 08/2020**

Greater Wyoming Valley Chamber | Wilkes-Barre, PA

- Orchestrated the financial and operational turnaround of a regional economic organization—reducing \$15M in debt and achieving a \$2M surplus—while securing over \$10M in grant funding and supporting the retention/expansion of 1,200+ jobs through strategic public-private partnerships.
- Conceptualized and launched Wilkes-Barre Connect and the THINK Center, innovative regional platforms that united government, industry, and academia (including LinkedIn, USPS, and Penn State) to catalyze entrepreneurship, digital education, and workforce readiness in Northeastern PA.
- Spearheaded partnerships with all levels of government, including federal (U.S. EDA, ARC), state (Commonwealth of PA), and local (counties, cities, municipalities), to pitch and secure funding and/or approvals.
- Earned reputation as problem solver, pioneering workforce and community solutions like NEPA Works, The PARKS Initiative, and Coding the Coal Region—addressing skills gaps, modernizing resource access for industrial parks, and delivering free tech training to middle and high school students.

Director of Government Services**11/2012 – 05/2017**

Ashburn Advisors, LLC | Scranton, PA

- Helped co-found the firm and secured over \$12M+ in incentives for municipal and industrial clients.
- Facilitated FEMA/state funding following Hurricane Irene, including multimillion-dollar recovery and infrastructure projects.

District Director | Chief of Staff**03/2008 – 10/2012**

The Pennsylvania Senate/House of Representatives | Harrisburg, PA

- Administered state-funded economic programs including \$3.6M recovery loan fund supporting 1,000+ jobs.
- Delivered financial structuring and local incentives to support major education and healthcare facility development in the City of Nanticoke – totaling over \$14M.

Research Analyst**12/2004 – 03/2008**

The Institute (PA) | Wilkes-Barre, PA

Education

B.S., Business – Marketing & Management
Pennsylvania State University

Professional Scrum Master (PSM I)
Scrum.org

2025 Commencement Speaker
Pennsylvania State University (Wilkes-Barre Campus)

Areas of Focus

Development & Mentorship: Elevated at each stop to assist leadership develop and maintain a strong culture and team effectiveness.

Client Management: Viewed as a trusted strategic partner amongst high-profile clients, evident by continued growth across all industries.

Strategic Leadership: Demonstrates strong long-term planning and execution skills by balancing growth, delivery, profitability, and client success.

Operational Efficiency: Designs, builds, and deploys innovative solutions geared towards business growth and scalability.

Creativity & Innovation: Human-centered design approach to create products and solutions that are functional, impactful, and user friendly.

Cross-Sector Collaborator: Recognized as a creative economic and community builder with the capability to motivate and inspire.

Who I've Worked With

e.l.f. Beauty | Carnival Corporation | KPMG (US & Global) | U.S. Postal Service |
U.S. Patent & Trademark Office | U.S. Department of Energy | Guidehouse |
Grant Thornton | U.S. Army Corps of Engineers | Northrop Grumman Corporation |
U.S. Department of Labor | LinkedIn | U.S. EDA | PA DCED | Amazon | Fannie Mae