JONATHON **FRAMPTON**

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Proven leader with track record of consistently increasing responsibility across a spectrum of industries and functions for more than 15 years.   Digital-first Human Resources executive focused on driving *measurable* change and evangelizing a mixture of hard data, academic rigor, and human kindness. My unique expertise in advanced analytics result in performance improvements driven by digital-first architecture, simplistic user experience and continuous process improvement.

EXPERIENCE

NOVEMBER 2014 – PRESENT
VICE PRESIDENT, TOTAL REWARDS AND HR OPERATIONS, BAYLOR SCOTT & WHITE HEALTH

Recruited to design and implement the people analytics / business intelligence team and platform for newly merged organization and quickly took responsibility for conversion of technologies and data through transition to a common HR platform. Promoted with new responsibility for technology teams to improve reliability and performance of systems and teams. Then further promoted to drive strategy, operational improvement, digitization efforts and analytic acumen across the Human Resources function. Current direct responsibilities for operations, shared service center, call center, technology, analytics, talent management, learning, compensation, and benefits within Human Resources.

- o   Direct P&L responsibility of $30m and $400m employee benefits plan
- o   Responsible for materials and preparation for Compensation Committee of the Holdings Board, directing third party consultants and internal groups for key deliverables.
- o   Leading HR Operating model, Employee Relations and ERP Technology Transformation initiatives currently underway.
- o   Directed ongoing continuous improvement activities across HR shared services improving consistency of service levels, obtaining or exceeding customer satisfaction benchmarks in each period with monthly volumes of more than twelve thousand calls and cases, achieving double digit declines in break-fix technology tickets with improved testing processes and SOPs, and exceeding targets for monthly production change release counts.
- o   Led an enterprise-wide transformation of our performance, goals and annual compensation evaluation process to great success reducing more than sixty-thousand hours of administrative waste while progressing our culture through improved assessment reliability, frequency, and transparency.
- o   Directed the development of our people analytics function, team and technologies currently recognized across the system for their quality and innovative results including our Monthly Human Resources Cultural Close and My People Dashboard which achieves the highest usage rates of any dashboard across the enterprise. Led team to develop the tools and framework for ongoing forecasts of employee engagement risk with the Employee Engagement Optimization Index shown to identify, at a 70% probability, when facilities will experience negative engagement results now incorporated into enterprise scorecards
- o   Successfully lead team of benefits consultants, developers, and analysts through a complete redesign of our benefits administration and leave technology, team and processes now leading to three years of error-free annual enrollment periods including a complete shift of external vendors and multiple tiered health and welfare plans
- o   In collaboration with Chief Nursing Executive and facility CNOs led the execution and influenced design of the innovative Registered Nurse Compensation Program with personal contributions in

the design council and across change management, operations, metric valuation, and automation. The flexible solution along with the models to identify high compression risks among the RN population continue to scale to meet new demand as competitive and compensation environments shift

- o Developed, implemented, and improved upon an intelligently automated approach to staffing (position) controls utilizing a data-driven workflow and intuitive user design to increase visibility and efficiency of staffing decisions. Our innovative approach to workflows is currently working to automate and improve the experience a growing number of pay programs
- o Implemented a contingent workforce management and vendor management solution across shared services reaching annual savings estimates of more than $1.5 million while aligning and enforcing contingent workforce compliance standards
- o Brought together the multitude of learning leaders across the organization to form a single governance and executive council to further align these functions around our single enterprise learning platform and improve the quality therein. This collaboration of clinical and professional development educators continues to drive returns into a shared delivery model
- o Led team to successfully implement new compliance features such as departmental tracking and auto-suspension previously thought improbable, leading to increased accountability and efficiency at the local leader level while driving partners such as RQI to develop more real-time and reliable solutions
- o Currently leading a cross-functional team experimenting with tools, practice, and collaboration to improve our entire offer process with key customer teams. The team consisting of local field HR, Compensation and Talent Acquisition is working with our digital health office to test a new standard in self-managed skills and experience-based salary offer calculation and execution to improve agility and recognize new key drivers of demand

MARCH 2013 – NOVEMBER 2014
DIRECTOR, STRATEGIC ANALYTICS, ACADEMY SPORTS & OUTDOORS

Promoted to rebuild strategy, operations and reputation of all Business Intelligence and Advanced Analysis across the organization at the request of the CFO and CMO who recognized the unmet return on the existing analytic and business intelligence function investment.

- o Created process for defining analytics investment ROI and capacity planning
- o Consolidated e-commerce, omnichannel and other ancillary reporting teams and analysis under the enterprise group driving alignment of priorities, platforms, and tools
- o Moved all monthly accounting close reporting into the Business Intelligence structure
- o Fostered strong relationship with our IT partners and an environment of agile release methodology between our ETL, DBA, admin, and front-end developers
- o Completely shifted perception of the BI group to a trusted resource across the enterprise
- o Lead the cleaning of system removing more than 50% of existing (not utilized) artifacts to drive simplicity and improved self-service capabilities
- o Worked closely with Merchandising leadership to define forecast measures and analysis to improve workflow from non-standard Excel based processes improving accuracy and saving team member time

MANAGER, ECOMMERCE ANALYTICS

Hired to be directly responsible for the creation and innovation related to the Academy.com e-commerce and omnichannel analytics.

- o Building an accountable team of analysts to focus on e-commerce / omnichannel reporting and insights across customer user experience, marketing, financial reporting, and logistics analysis
- o Created and promoted self-service with the Analysis Library using existing tools (Adobe Analytics, Google Analytics, Excel)
- o Champion a system of data driven decision making through weekly scrum release and planning meetings

- o Developed, implemented, and maintained a custom system for automated report generation and delivery across all functional segments
- o Worked closely with user experience (UX) group to determine measurement strategy for new site launch including the detailed plan for consistent A/B functionality testing strategy and reporting
- o Developed and executed strategy to re-tag existing site for deeper (and more accurate) insights

MARCH 2012 – MARCH 2013

MANAGER, ECOMMERCE DATA & REPORTING, DICK'S SPORTING GOODS

Promoted to build the team and platform to automate the creation of reporting and insights for Dick's Sporting Goods e-commerce and omnichannel departments.

- o Automated all analyst reports, creating time for deeper insights to be identified and actioned
- o Developed and implemented a fully-automated, and customized report and insight generation engine delivering insights in real-time across the organization
- o Business Intelligence subject matter expert, connected e-commerce to activities and analysis across customer marketing, inventory planning and design

SR. ECOMMERCE ANALYST

Hired to build and analyze e-commerce and omnichannel reporting.

- o Development of e-commerce real-time financial reporting engine, delivering minute by minute key trends of the e-commerce site to executive leadership during peak hours
  - o Analyses included top searches, inventory outages, top sellers and overall comparison of sales to previous periods
- o Automation of 70% of all existing and certified reporting
- o E-commerce liaison with enterprise business intelligence team

EDUCATION

MAY 2021

CERTIFIED, BEHAVIORAL ECONOMICS, EXECUTIVE EDUCATION PROGRAM
VIA BOOTH SCHOOL OF ECONOMICS, UNIVERSITY OF CHICAGO

MAY 2014

CERTIFIED, DATA SCIENTIST, JOHNS HOPKINS UNIVERSITY OF BIOSTATISTICS
VIA COURSERA.ORG

MAY 2011

MASTERS, BUSINESS ADMINISTRATION, UNIVERSITY OF HOUSTON

DECEMBER 2004

BACHELORS, BUSINESS ADMINISTRATION, MIDWESTERN STATE UNIVERISTY

ACTIVITIES

My family and I are avid supporters of Melanoma and Autism research and support and contribute to strategies and execution of multiple annual events for these causes.