



**Curriculum Vita
December 2025**

Instructor: Jefford (Jeff) B. Dixon, MSOL – Adjunct Professor

Academic Department: College of Innovation and Design

Phone: (469) 587-9005

University Email Address: Jefford.Dixon@etamu.edu

East Texas A&M University Addresses:

Main Campus: PO Box 3011, Commerce, TX 75429-3011

Dallas Site: 8750 North Central Expressway, Suite 1900, Box 30, Dallas, TX 76231

College of Innovation and Design Office Phone: 214.954.3615 & 903.886.5878

| |
|------------------|
| EDUCATION |
|------------------|

Master of Science (MS) in Organizational Leadership – Leading Innovation
University of Colorado at Boulder, 2020

Bachelor of Science, Business Administration (BSBA) in Marketing
San Francisco State University, 1983

| |
|--------------------------------|
| PROFESSIONAL EXPERIENCE |
|--------------------------------|

McKesson Corporation, Irving, TX

Fortune 10 diversified healthcare services organization with 45,000 employees

Senior Director, Organization Effectiveness & Change Leadership (2024–2025)

Led an enterprise consulting team enabling large-scale transformation across multiple business segments and corporate functions. Designed, facilitated, and implemented organizational leadership and operating model solutions aligned with contemporary innovation and change practices.

- Created a comprehensive self-paced learning suite featuring **10 e-learning modules** and video-based training, equipping leaders with **24 evidence-based tools** and over **150 minutes** of instructional content.

- Facilitated high-impact leadership development experiences for senior executives utilizing certifications in **The Five Dysfunctions of a Team (Table Group)** and multiple **FranklinCovey** programs, with emphasis on trust, change agility, and strategic leadership.
- Directed a major **enterprise operating model redesign** for Talent Acquisition, accelerating cost recovery of a ~\$4M digital investment by one year.
- Delivered a restructured operating model for Medical-Surgical Marketing, streamlining decision flows and yielding **\$4.2M in annualized efficiencies**.

Director, Organization Design & Effectiveness (2022–2024)

Principal within McKesson's enterprise Organization Effectiveness Center of Excellence. Developed frameworks, instructional materials, and capability-building programs focused on organization design, culture, and leadership.

- Designed and taught curriculum on **organizational design, operating models, culture transformation, and change leadership**, strengthening leadership readiness and adaptive capacity.
- Produced **14 hours** of instructor-led training for HR, Six Sigma, and OE practitioners, grounded in organizational theory and applied practice.
- Served as lead facilitator for **13 course deliveries**, certifying **252 internal practitioners** with an average evaluation score of **4.5/5 ("Very Good/Outstanding")**.

CGI Business Consulting, Dallas, TX

Global strategic IT and business consulting firm with 80,000 employees

Director, Digital Strategy & Organization Practice (2021–2022)

Led a consulting practice specializing in digital strategy, organizational change, and customer experience for clients undergoing transformation and modernization.

- Provided advisory services on **digital roadmaps, organizational culture, talent strategy, customer experience, and change management**, supporting enterprise innovation initiatives.
- Oversaw multidisciplinary consulting teams across engagements, integrating human-centered design, organizational leadership, and behavioral change principles into client solutions.

Sense Corp (acquired by CGI), Austin, TX

Professional services firm focused on digital-era organizational transformation

Organizational Change Management Leader, Transformation Practice (2019–2021)

Built and led an emerging organizational change and transformation practice.

- Developed practice methodologies, tools, and go-to-market strategies aligned with innovation and design principles.
- Published articles and delivered presentations on **organizational change, innovation, and leadership** for professional organizations including **TXCPA** and **Financial Executives International (FEI)**.
- Led organizational design, change management, and talent initiatives across **eight major clients**, generating **\$2M in engagement revenue** in the first full year.