JAMES H. KILLIAN

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Professional Summary. Strategic leader with a proven record of driving measurable business outcomes through innovation, scalability, and customer-focused solutions. Transformed organizational performance by developing solutions yielding an 11x revenue growth with multiple acquisitions. Designed and launched pioneering programs in employee engagement, leadership, and customer experience, creating scalable, lasting value for global clients. Recognized as an industry leader in employee experience, leadership and talent transformation, with a demonstrated ability to tackle complex challenges. Combines exceptional communication, adaptability, and results to deliver meaningful impacts across teams and customers.

The Customer-Driven Leader *San Francisco, CA January 2024 to Present*   Founder

Fixing foundational leadership & team issues in the EX-CX service profit-chain connection.

- Organizational Assessment
- Leadership Diagnostic
- Team Dynamics Workshop
- Author

- Keynote Speaker
- Board Member & Growth Advisor
- Fractional Sales Leader/CRO
- Follow my influencer page on Instagram

Harvard Business Review *San Francisco, CA August 2024 to Present*   Advisory Council Member

Michigan State University *East Lansing Michigan February 2023 to Present*   *Marketing* Professor

- Founding faculty and instructor of Leadership & the Employee Experience in the Master's in Customer Experience Management (MS-CXM) degree. The 1st of its kind in North America

Qualtrics, LLC *San Francisco, CA October 2018 to October 2023*

Go-to-Market Leader (Promotion; June 2020-October 2023)

- Lead NA Enterprise achieving **129% of market plan** for 2021, **108%** for 2022, and **143%** for 2023
- Creator and commercial business leader for Candidate Experience product, including content,, validation, partner enablement and financial outlook, resulting in over **$25M in bookings**
- Brand-building through thought leadership, Webinars, public speaking, on Employee Engagement & Experience, Candidate Experience, DEIB, Leadership Development, EX+CX strategy, the physical and digital workspace producing a total of **$105M of net new pipeline** (2020-2023)

Principal | EX Solution Strategy @ SAP Qualtrics (Promotion; September 2019-May 2020)

- Drove global Qualtrics adoption throughout acquiring company SAP, delivering **65% YoY growth**
- Enablement of sales, sales leaders and business partners to fuel market consumption, resulting in over **$60M in net-new revenue** as a cross-sell initiative with SAP Bill of Material (BOM) sales

<u>Principal | EX Solution Strategy (October 2018-August 2019)</u>

- Co-founder of EX business; exponentially grew customer base (2018-2023)

  - Grew 500 customers to **over 7700**
  - Improved **renewal rates from 50% to 93%**
  - Accelerated annual revenue **11X (from $17M annually to over $195M annually)**

IBM Kenexa (Acquired by Qualtrics) *San Francisco, CA April 2015 to September 2018*

<u>Worldwide Leader | Talent Engagement & Talent Management</u> (Promotion. March 2017-September 2018)

- GTM including product, sales, channels and consulting, inclusive of adoption and expansion within IBM Consulting and business partners to expand global footprint. Exceeded targets.
- Executed acquisition of the Kenexa Survey intellectual property to Qualtrics

<u>North American Brand Leader | Kenexa Talent Analytics (Promotion. July 2016-March 2017)</u>

- Watson Talent pre-sales solution expert in Industrial Business Division. **Delivered 147% growth**

<u>Principal | Western Region - Enterprise Talent Solutions (April 2015-June 2016)</u>

- Grew regional sales over **900% in two quarters**
- One of only two IBM business lines to beat plan during the largest restructuring in IBM history

Findly Talent, LLC (acquired by Symphony Talent) *January 2014 to April 2015 San Francisco, CA*

<u>Vice President of Sales</u>

- Startup launched in 2013; Built key leadership and sales leadership roles, defined sales team structure for practice and set goals leading to average quarterly attainment of **143% of plan**
- Launched first-ever partner franchise model and **secured 100% of key distributors**

Chally Group Worldwide (acquired by Sparkhire) *February 2009 to January 2014 Dayton, OH*

<u>Vice President | Research & Development</u>

- Directed corporate strategy, research programs, product development and sales team
- Assessment of individuals, teams and global workforces using assessments, cognitive measures, surveys & performance metrics. Prepared analyses, recommendations and best practices
- Built and facilitated training, coaching and certification programs

Hogan Assessment Systems, Inc. *April 2006 to January 2009 Tulsa, OK*

<u>Director</u> - Led executive assessment, coaching, team building and individual development Assessment, succession planning, hi-potential projects and certification programs for over 1,000 global leaders. Led development of SafeSystem©, yielding a **17% increase in total revenue**

CWH Research, Inc. (acquired by I/O Solutions) *August 2003 to April 2006 Englewood, CO*

<u>Consultant</u> - Job analysis, focus groups, designed tests, assessment centers and physical ability tests

EDUCATION

Doctor of Philosophy / Master of Arts - Industrial/Organizational Psychology University of Tulsa

Bachelor of Science - Psychology Texas A&M University

SELECTED PUBLICATIONS & PRESENTATIONS (FULL LIST AVAILABLE UPON REQUEST)

KILLIAN, J.H. (2025). The Four Faces of Customer Leadership. XM Global Collaborative. Webinar

Killian, J.H., Del Duco, S. Frey, K. Roberto, S. (2025). ExLearn Talks. Preparing for the 2025 Talent Shakeup. Webinar

Killian, J.H. & Slatin, M. (2024). Transforming Workplace Culture: Dr. James Killian on Employee Experience. The Delighted Customers Podcast. AgileBrand Network

Bannister, C., Gardener, C., Wheeling, A. Huydobro, G.R., Killian, J.H.(2023). The Great Upgrade Strategies to compete in the Current Labor Market. Panel discussion presented at the Society of Industrial and Organizational Psychology's 38th Annual Conference in Boston, MA.

Boyle, L.M., Corman, M., Fry, T., Killian, J.H. & Martin, M. (2022). The Great Resignation: The New Normal or the Great Game of Musical Chairs? Panel discussion presented at the Society of Industrial and Organizational Psychology's 37th Annual Conference in Seattle, WA.

Killian, J.H., (2021). Rethinking the Candidate Experience. Forbes. Dec 6, 2021

Killian, J.H., (2019). 3 Rules For Gathering Employee Feedback — And When To Break Them. Forbes.Jun 1, 2019.

Charles, K., Boyd, S., Hoffman, C., Killian, J.H. & Steffensmeier, J. (2013) Working With What You Have: Demonstrating ROI Using Nontraditional Methods. Panel discussion presented at the Society of Industrial and Organizational Psychology's 28th Annual Conference in Houston, TX.

Killian, J.H. & Sheridan, G. (2012). Attract, deploy and retain the right sales talent through partnerships. Workspan Weekly: World at Work. August 2012.

Killian, J.H. (2011). Hiring sales professionals for small business owners. On Point, 1st Quarter 2011. S.P. Richards Co.

Killian, J.H., Williams, R.W. & Holmes, C.W. (2011). Basketball dreams and sales performance. Journal of Corporate Recruiting Leadership vol.6 (2), March ed.

Killian, J.H., Miller, C.E., Holmes, C.W. & Stevens, H.A. (2011). Working toward a model of demonstrated value in predicting and developing leadership success. Chapter to be published in Mobley, W.H. Advances in Global Leadership, volume 3.

Killian, J.H. (2010). Profiling Successful Salespeople. Sales & Service Excellence. September 2010. Honeycutt, E.D., Hodge, S.K & Killian, J.H. (2010). Turnover in the sales force: A comparison of hunters and farmers. Journal of Selling & Major Account Management, Volume 9 (2).