

Donna Lightfoot

Senior Product Marketing & Workforce Strategy Leader · AI-Powered CX · Operational Transformation

\$200K+ Workforce cost savings	+179% WFM revenue growth	3,677 hrs Overtime eliminated	10 → ~200 Competitor coverage	15+ yrs AI-powered CX & WFM
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POSITIONING

Operator-grounded leader bridging AI-powered CX, workforce transformation, product marketing, and competitive intelligence. Author of *The Ownership Gap Model™* — a framework for closing the distance between AI-CX promises and the operational ownership required to deliver measurable outcomes.

CORE EXPERTISE

Product Marketing	Positioning, outcome-based launches, sales enablement, category narratives.
Workforce Strategy	Outcome-Based WFM, forecasting & scheduling, AI-augmented planning, ops analytics.
Competitive Intelligence	Win/loss programs, battlecards, market analysis, analyst alignment.
AI-Powered CX	Ownership Gap Model™, AI operating model, failure-demand elimination, ROI.

SELECTED OUTCOMES

- **Retail Contact Center** — eliminated 5 years of mandatory OT; abandonment –63.84%, service level +32.79%, calls offered –34.72%.
- **WFM Portfolio Repositioning** — influenced +179% revenue growth via outcome-based messaging and CI-driven enablement.
- **Competitive Intelligence** — scaled coverage from <10 to ~200 competitors with AI-enabled win/loss program.
- **Health Insurance Operation** — ASA –96.87%, service level +65.72%, \$110K+ OT savings while volume tripled YoY.
- **Enterprise Workforce Programs** — \$200K+ combined savings, 3,677 OT hours eliminated, instrumented around resolution/cost/experience.

OPERATING PRINCIPLES

- AI should reduce friction — not automate inefficiency.
- Workforce metrics should measure outcomes, not activity.
- Customer experience is an operational discipline, not a brand promise.
- Product marketing fails when messaging ignores operational reality.
- Volume × AHT is not a workforce strategy.

OPEN TO

Senior / Director Product Marketing (CCaaS, WEM, AI-Powered CX) · Head of Competitive Intelligence · Director, Workforce Strategy & Transformation · Director, AI-Powered CX & Contact Center Transformation · Fractional / Advisory engagements.