

TARYN WILLIAMS

CREATIVE OPERATIONS | TRANSFORMATION | PORTFOLIO & TEAM ENABLEMENT

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PROFILE

Strategy and transformation leader with 10+ years of experience turning ambiguous priorities into scalable operating models, workflows, and measurable outcomes. Leads complex portfolios and multidisciplinary teams, creating the structure, visibility, and alignment needed to move ambitious work from concept through implementation.

CREATIVE STUDIO-RELEVANT CAPABILITIES

Workflow & Operating-Model Design | Portfolio Prioritization | Resource & Capacity Planning | Cross-Functional Orchestration | Creative Problem Solving | Team & Talent Development | Change Adoption | Executive Communications | Airtable & Microsoft 365

PROFESSIONAL EXPERIENCE

PROJECT MANAGER - MERCHANT SERVICING, AMERICAS

Jun 2024 - Present

American Express | Phoenix, AZ

- Lead a 53-initiative Americas transformation portfolio spanning the U.S., Canada, Mexico, Argentina, the Caribbean, and U.S. territories; align Product, Technology, Risk, Compliance, and Operations on scope, priorities, readiness, and execution while removing delivery barriers.
- Developed capacity models and business cases that guided automation, technology, vendor, and staffing decisions; architected automated workflows that reduced onboarding costs and capacity constraints and generated \$5.6M+ in annual OPEX impact.
- Built portfolio governance, reporting, forecasting, and escalation mechanisms that give leaders consistent visibility into project health, emerging constraints, and decisions needed across a diverse body of work.
- Created Elevate and additional development experiences combining facilitated learning, presentation design, storytelling, coaching, and applied project work; expanded colleague visibility and contributed to 20+ advancements across direct and extended reporting lines.

SENIOR OPERATIONS MANAGER - BUSINESS BANKING & BLUEPRINT

Jan 2022 - Jun 2024

American Express | Phoenix, AZ

- Designed the operating model for three new banking-product launches and recruited and onboarded 75 colleagues in 6 months, with 80% retained after two years; established roles, workflows, training, governance, and escalation infrastructure from the ground up.
- Orchestrated leaders and internal and third-party partners through a fast-moving launch environment; prioritized and resolved 75+ early issues while protecting customer experience, operational continuity, and launch objectives.
- Built a specialized technical-support and escalation function across internal and external systems, reducing reported technical issues by 60% and improving ownership, response quality, and workflow clarity.
- Developed capacity models and resource plans that reduced the initial staffing requirement by 15 FTE through workflow optimization and repurposed the capacity toward higher-value work.
- Redesigned the customer application journey using survey feedback, self-testing, and call observations; increased successful applications by approximately 30% while reducing avoidable manual review and servicing friction.

PROFESSIONAL EXPERIENCE, CONTINUED

TEAM LEADER - BUSINESS BANKING

Jun 2021 - Jan 2022

American Express | Phoenix, AZ

- Led frontline teams through the early-stage organization build, translating shifting priorities into workflows, role clarity, training, quality standards, and daily operating rhythms while developing talent for expanded responsibilities.

PROJECT ANALYST - GLOBAL PROCESS EXCELLENCE

Aug 2018 - Jun 2021

American Express | Phoenix, AZ

- Served as the sole U.S. lead on a global transformation team, shaping and delivering cross-functional improvements across digital payments, compliance, servicing, customer journeys, and operational readiness.
- Created a frontline ideation program that evaluated 500+ employee-generated concepts and moved approximately 60 ideas into implementation, establishing a repeatable path from insight and concept assessment through delivery.
- Reduced annual write-offs by approximately \$2M through automation and process redesign and improved customer onboarding by eliminating avoidable manual servicing contacts.

ACCOUNT DEVELOPMENT SPECIALIST - MERCHANT SERVICES

Oct 2016 - Aug 2018

American Express | Phoenix, AZ

- Managed merchant portfolios of \$100K-\$3M in annual volume and advised business owners and CFOs on data-informed growth, customer engagement, and marketing strategies; ranked #1 departmentally for 2016-17 performance.

Additional progressive American Express experience in customer service and business operations | 2014 - 2016

LEADERSHIP, CULTURE & EXPERIENCE DESIGN

EMPLOYEE RESOURCE NETWORK LEADER

2020 - 2024

Women's Interest Network & Black Engagement Network | American Express

- Designed and launched five center-wide enrichment programs available to all American Express colleagues, expanding access to development, visibility, culture, and community experiences in partnership with executive sponsors and network leaders.
- Built governance and repeatable ways of working for colleague-led initiatives and expanded nonprofit and volunteer partnerships connecting organizational values with meaningful colleague and community engagement.

EDUCATION

Bachelor of Arts, Elementary Education | Arizona State University