

# Kris Ross

Enterprise Business Systems Architect | Workfront Fusion Integration Architect  
Olathe, Kansas | [krisross@krisross.com](mailto:krisross@krisross.com) | [www.linkedin.com/in/kristine-ross-marketingtech](http://www.linkedin.com/in/kristine-ross-marketingtech)

---

## PROFESSIONAL SUMMARY

Enterprise Business Systems Architect with 20+ years of experience designing scalable integrations that connect business, marketing, data, and IT teams. Advanced Adobe Workfront and Workfront Fusion administrator supporting a 300-person marketing organization and 1,500+ enterprise users.

Known for stepping into complex environments, deeply understanding processes and data flows, and designing enterprise-level solutions that improve visibility, compliance, automation, and stakeholder alignment. Experienced presenting to executive and PMO audiences of 150–200 stakeholders and partnering with consulting firms to implement best-in-class marketing technology ecosystems.

---

## CORE EXPERTISE

- Adobe Workfront Architecture & Administration
- Workfront Fusion Scenario Design & Automation
- Enterprise Integration Design (REST, JSON, OAuth)
- API & Webhook Configuration
- Salesforce Integration
- System Architecture Documentation (Lucidchart)
- Value Stream Roadmap & Backlog Ownership
- Content Workflow Optimization

- SQL | IBM DB2 | Access | VBA | JavaScript | PHP
  - Data Governance & FINRA-Aligned Disclosures
  - Cross-Functional Leadership (Marketing, IT, Security, Compliance)
- 

## **EMPOWER (Financial Services)**

### **Architect, Marketing Technology & Systems | 2019–Present**

Serve as Value Stream Owner for Marketing & Communications technology ecosystem supporting:

- 300 marketing professionals
- 125-person internal agency
- 1,500+ enterprise users
- 17,000 projects annually

### **Enterprise Integration & Fusion Architecture**

- Design and implement advanced Workfront Fusion scenarios integrating Workfront with Salesforce, compliance systems (Red Oak), and enterprise marketing tools.
- Built automated issue-to-project conversion workflows using dynamic form logic to scale intake and production routing.
- Developed complex SLA-monitoring automation extracting proof-level data to eliminate executive escalations regarding project delays.
- Supported the IT team that standardized millions of personalized lifecycle and transactional communications through proprietary data platform integrated with Salesforce Marketing Cloud and Twilio.
- Configure authentication methods (OAuth, API keys) and manage REST-based integrations via Fusion and Postman.

- Create and present architecture diagrams to Enterprise Architecture Review Board for new tool onboarding and contract renewals.
- Coordinate vendor security reviews in partnership with IT Security.

### **Strategic Planning & Stakeholder Leadership**

- Own prioritization and roadmap for Marketing & Communications value stream.
- Present bi-monthly increment plans, risk assessments, and capacity forecasts to 150–200 stakeholders.
- Translate business needs into structured JIRA epics and technical requirements.
- Act as trusted advisor bridging marketing, creative, IT, PMO, compliance, and security teams.

### **Workfront Transformation (Partnered with LeapPoint)**

- Partnered directly with LeapPoint consultants during enterprise Workfront implementation.
- Led internal onboarding, governance design, dashboard/report architecture, training and adoption strategy.
- Achieved 100% adoption across marketing organization.
- Eliminated project visibility complaints cited in employee satisfaction surveys within two years.
- Enabled stand-up of production design team through automated routing logic.

---

### **Manager, Marketing Systems | 2016–2019**

- Managed 2–3 marketing system administrators (Workfront admins and DAM librarian).
- Responsible for hiring, performance reviews, compensation, and team strategy.

- Led maturation of Workfront governance and automation architecture during enterprise scaling phase.
- 

### **Fund Fact Sheet Manager | 2012–2014**

- Oversaw 850 quarterly-updated fund documents with compliance exposure.
  - Eliminated multi-year document update gaps; ensured no fact sheet exceeded one quarter of staleness.
  - Built Access database, InfoPath workflows, and SharePoint site to coordinate cross-functional updates.
  - Managed global production coordination for PDF publishing.
- 

### **Investment Data Steward | 2008–2012**

- Governed descriptive data for ~2,000 investments across 400 retirement plans.
  - Built Access reporting system connected to IBM DB2 enterprise database.
  - Standardized fund metadata ensuring FINRA-aligned disclosures and statement accuracy.
  - Sole fund-data contributor to 403(b) regulatory compliance initiative.
  - Delivered recurring asset-class reporting for RFP and advisory teams.
- 

### **Communications Operations & Automation Analyst | 2004–2008**

- Automated monthly performance uploads for 800 funds using Excel, Access, and VBA — saving ~80 hours per month.
- Redesigned enrollment kit workflow; partnered with IT to implement DB2-driven automation.

- Standardized fund company data feeds to improve consistency and reduce manual effort.

---

## **EDUCATION**

Bachelor of Arts in Psychology  
Washburn University

Programming Certification  
Bryan Technical College

---