

SELVAKUMAR JAYAKRISHNAN

Senior Change & Transformation Leader · Digital & AI Transformation · 19 Years Enterprise Experience

Bengaluru, India · Immediate Joiner

+91 9036000220 · selvakumar.jayakrishnan@hotmail.com · [linkedin.com/in/passionateselva](https://www.linkedin.com/in/passionateselva) · selvakumarjayakrishnan.com

PROFESSIONAL SUMMARY

Senior Change & Transformation Leader with **19 years of enterprise experience**, including **11 years of core Change Management practice** across global transformation programs at Dell Technologies spanning EMEA, APJ, and the Americas. ADKAR Practitioner with deep expertise in stakeholder alignment, executive engagement, resistance management, and driving sustained adoption at scale across complex, multi-stakeholder environments. Delivered \$6M+ in annual business value across 12,000 users spanning multiple partner and Dell sites globally — through structured change architecture, Agile delivery integration, data-driven executive decision frameworks, and people-side engagement models. Led programs from impact assessment through sustained adoption, including cross-functional Agile sprint teams, executive persuasion using facts-and-alternatives frameworks, and pilot-led resistance resolution.

Author of 7 published practitioner frameworks — the TRANSFORM Framework™, OPERATE Framework™, ASCEND Framework™, EMBED Framework™, BRIDGE Framework™, FORGED Framework™, and TRUST Framework™ — spanning Digital & AI Transformation, AI Operationalization, GCC Transformation, ERP Change Management, ASEAN and European Digital Transformation, and FSI Digital Adoption. Co-author of the forthcoming STEWARD Framework™ with Cybersecurity expert Ashish Sharma (BISO, CISSP, CCSP), covering Cybersecurity Workforce Transformation — scheduled Q3 2026. All grounded in 19 years of enterprise transformation. These original frameworks are supplementary frameworks — designed to improve and enhance the effectiveness of current industry standards, not replace them.

Immediate joiner targeting Senior Manager, Director, and Consulting roles in Change Management, Digital Transformation, AI Operationalization, and Transition Leadership.

CORE COMPETENCIES

Transformation Governance	Change Management (ADKAR)	Change Strategy & Execution
Digital & AI Transformation	AI Operationalization	Stakeholder Alignment
Adoption & Value Realization	Global Program Delivery	Transition Leadership
Partner Ecosystem Enablement	UAT & Release Management	Process Improvement / Six Sigma
Training & Communication Planning	Change Impact Assessment	Responsible AI Governance

ORIGINAL PRACTITIONER FRAMEWORKS — PUBLISHED IP

Framework	Full Name	Layer
TRANSFORM™	9-Stage Playbook for Digital & AI Transformation	Universal
OPERATE™	7-Stage Playbook for AI Operationalization	Universal
ASCEND™	6-Stage Playbook for GCC Transformation	Universal
EMBED™	5-Stage Playbook for ERP Change Management	Universal

BRIDGE™	6-Stage Playbook for ASEAN Digital Transformation	Regional
FORGED™	6-Stage Playbook for European Digital Transformation	Regional
TRUST™	5-Stage Playbook for FSI Digital Adoption	Industry
STEWARD™ (Q3 2026)	7-Stage Playbook for Cybersecurity Workforce Transformation	Industry

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PROFESSIONAL EXPERIENCE

Consultant — Project Program Management

Dell Technologies · Senior Manager Equivalent

Apr 2021 – Sep 2025

Bengaluru, India

- Led enterprise-scale digital, AI, and operational transformation programs across EMEA, APJ, and the Americas — impacting 12,000 users across multiple partner and Dell sites, delivering \$6M+ in annual business value.

Change Management Approach & Methodology

- ADKAR-based change architecture:** Applied ADKAR as the foundational methodology across all programs — designing structured impact assessments, stakeholder engagement plans, communication strategies, training programs, and reinforcement cadences to drive sustained adoption beyond go-live.
- Agile delivery integration (2020 onwards):** Represented Business and Change Management in Agile sprint teams — participating in discovery, backlog grooming, UAT, and go-live for each sprint cycle. Transitioned from quarterly waterfall releases (2014–2020) to monthly Agile sprints, and by 2023, to 2-week sprint deployments. Ensured change readiness and stakeholder alignment kept pace with accelerating delivery cadence.
- Executive decision frameworks:** Developed and presented Facts-and-Alternatives frameworks to senior leadership for critical program decisions — including budget extensions, launch deferrals, and rollback approvals. Translated program risks into business impact KPIs, giving leadership teams clear, data-driven decision options rather than problem statements.
- Pilot-led resistance resolution:** Designed controlled pilots to resolve leadership and user resistance with evidence rather than assertion. Demonstrated outcomes through measurable pilot data — including customer experience metrics, SLA performance, and adoption rates — before scaling across full user populations.

Key Programs

- Game Changer Award — Real-Time Service Parts ETA & Availability (Oct 2023 – Feb 2025):** Transformed Dell's Global Customer Support (CSG) to parts availability-based scheduling — resolving a chronic backlog SLA failure at 20% causing customer dissatisfaction, repeat status calls, field engineer inefficiency, and logistics cost overruns globally. Conducted stakeholder impact assessment across 12,000 CSG Support users across EMEA, APJ, and the Americas. Designed role-specific communication plan, capability enablement program, and SLA governance cadence. Results: Backlog Parts SLA improved from 20% to 7% (65% relative improvement) · ~\$5M in annual logistics cost savings · Enhanced customer experience through real-time service visibility.
- Game Changer Award — AI-Validated Work Orders (Jan 2025 – Aug 2025):** Introduced AI validations in the Service Work Order creation process within Salesforce CRM to automate fraud checks and exception rules for both Support Agent and Customer self-service processes globally. Led change management for AI operationalization — designing shadow-mode pilot approach that allowed the AI model to run in parallel before full deployment, building user trust through evidence of accuracy before replacing manual processes. Results: ~\$1M in annual productivity gains through automation and fraud prevention · AI self-service operationalized for millions of customers globally.
- Citrix XenApp to VMware Horizon View Migration (Apr 2021 – Apr 2023):** Led change management for Dell's global Tech Support Partner network migration from aging Citrix XenApp infrastructure across

36 partner sites globally. Built comprehensive change impact assessment mapping affected users, workflows, and technical dependencies at each of the 36 sites. Designed site-specific migration sequencing, established partner site IT coordinators as local change champions, and implemented post-migration hyper care. Results: 7,000 users migrated across 36 global partner sites with minimal disruption · 50% reduction in ticket volumes post-migration · ~\$300K in annual savings · 30% reduction in single-user Horizon vApps issues.

- Reduced system-related issues by 30% through structured UAT governance and release management across Agile sprint cycles — serving as Business and Change representative across discovery, grooming, UAT, and go-live for all sprint deployments.

Senior Advisor — Project Program Management
Dell Technologies

Jun 2017 – Apr 2021
Bengaluru, India

- **Game Changer Award: Managed transformation programs across 29 global partner sites impacting ~6,000 users — enhancing operational performance, delivery consistency, and user experience across multiple partner organizations.**
- Delivered global Work-From-Home enablement for ~6,000 partner users during COVID-19 in 72 hours — sustaining ~80% service levels and avoiding ~\$1.5M in additional operational costs.
- Led RSA SecurID MFA cybersecurity rollout across 29 partner sites impacting ~6,000 users — achieved full compliance with zero critical disruptions

Advisor — Project Program Management
Dell Technologies

Aug 2014 – Jun 2017
Bengaluru, India

- **Silver Award: Reduced outsourced support costs by ~30%; cut LATAM SPAM contribution from 36% to 1% through structured process transformation and stakeholder engagement.**
- **Gold Award: Resolved 3 critical tool deployment challenges preventing major business disruptions across global support teams; EMEA, APJ, and Americas.**
- Managed global transformation programs across EMEA, APJ, and the Americas from 2014; delivering process improvements, tool deployments, and operational change initiatives in a quarterly waterfall delivery model for business teams spanning ~10,000 users across global support operations involving multiple partner and Dell sites.

IT-Enabled Operations Supervisor — eCommerce
Dell Technologies

Apr 2011 – Jul 2014
Chennai, India

- **Silver Award: Led operational onboarding of 10 projects across 6 practices generating \$2.1M in revenue.**
- Managed 49 FTEs directly for 3 years and 66 FTEs indirectly for 1.5 years as single point of contact for a 115-FTE program.
- **Tell Dell Rock Star x2: Recognized for consistent adherence to Dell's People Strategy (2011, 2012, 2013).**
- *This role marks the conclusion of 8 years in Business Operations before transitioning to core Change Management practice from August 2014.*

Analyst → Senior Analyst → Associate Process Manager
eClerx Pvt Ltd.

Oct 2006 – Mar 2011
Mumbai / Pune, India

- Managed 19 FTEs directly and 5 FTEs indirectly across eCommerce operations including Brand Input/Content Maintenance, Global Web Store Audits, and XML Feed creation for Online Marketing, SEO, and SEM.
- Led a team of 10 FTEs supporting product configuration maintenance for Dell Technologies.
- Participated in Six Sigma Yellow Belt program to improve quality and productivity levels.

EDUCATION

B.Sc. (Physics Major) — Mumbai University <i>Graduated as college topper — ranked 24th in Mumbai University.</i>	2003 – 2006
Diploma — Computer Hardware & Networking — YCMOU <i>Topper of the batch.</i>	2003 – 2005

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google AI Professional Certificate — Google / Coursera <i>7-course program covering AI Fundamentals, Brainstorming & Planning, Research & Insights, Writing & Communication, Content Creation, Data Analysis, and App Building. Built 20+ AI artifacts and vibe coded a custom AI solution.</i>	May 2026
Organization Change Management (ACMP-CCMP & ADKAR) — 12 PDUs — Udemy	Nov – Dec 2025
The AI Decision Playbook: A Five-Step Framework for Business Teams — LinkedIn Learning	Mar 2026
ADKAR Practitioner <i>Change Management Practitioner (Dell Enterprise Standard, 11 years applied delivery)</i>	Ongoing
German Language — A1 Level (Active)	Active
SAP Fundamentals — Coursera	In Progress

AWARDS & RECOGNITION

Game Changer Award (×2) Dell Technologies	Gold Award Dell Technologies	Silver Award (×3) Dell Technologies
Tell Dell Rock Star (×2) 2011 · 2012 · 2013	FY15 Services ACE Champion Dell Technologies	College Topper Ranked 24th, Mumbai University

LANGUAGES & TECHNOLOGY

Languages English (Full Professional) · Tamil (Native) · Hindi (Full Professional) · Marathi (Limited Working) · German (Learning — A1)	Technology & Tools Salesforce CRM · VMware Horizon View · Citrix XenApp · Power BI · Jira · Agile / Sprint Delivery · AI / Automation · Google AI Tools · Claude AI Tools
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