

Kristen Mutascio

Technology Executive | Engineering, Delivery & AI Transformation

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EXECUTIVE SUMMARY

Technology executive with deep experience leading healthcare engineering organizations through operational and AI-enabled transformation. Known for translating business strategy into scalable delivery models by staying close to how work actually gets done. Experienced leading engineering, UX, product, and delivery organizations, modernizing operating models, and implementing AI in ways that improve execution rather than simply introducing new tools. Trusted advisor to executive leadership on technology strategy, organizational design, and regulated digital delivery.

CORE CAPABILITIES

Technology Leadership | Engineering Leadership | AI Transformation | Engineering Operations | Technology Operating Models | Digital Operations | Organizational Change | AI Governance | Executive Stakeholder Management | UX / Experience Delivery | Product Development | Agile Transformation | Global Team Leadership | Resource Planning | Budget / Forecasting | Regulated Digital Delivery | CMS / Martech | Omnichannel Marketing | Process Improvement

PROFESSIONAL EXPERIENCE

VP, Emerging and Integrated Technology | BGB Group | May 2024 - Present

- Lead AI-enabled transformation of engineering and delivery workflows across agency and client initiatives.
- Designed governance, operating models, and cross-functional workflows enabling responsible enterprise AI adoption.
- Partner with engineering, UX, creative, editorial, operations, and executive leadership to redesign how work is delivered.
- Translate emerging technology opportunities into repeatable standards, decision paths, enablement plans, and delivery practices that improve quality, scalability, and speed.

VP, Director, Technology | Saatchi & Saatchi Wellness | Oct 2023 - May 2024

- Led senior technology organization supporting major healthcare brands and integrated account teams in regulated digital environments.
- Oversaw engineering delivery, staffing, budgeting, forecasting, vendor coordination, and client technology strategy across concurrent workstreams.
- Improved operational rigor, delivery predictability, cross-functional accountability, and leadership visibility across technology programs.
- Served as senior technology advisor to internal leadership and client stakeholders, translating business priorities into executable delivery models.

Director of Technology | Saatchi & Saatchi Wellness | Jun 2022 - Oct 2023

- Directed platform delivery, technical governance, engineering teams, and vendor partnerships across healthcare digital programs.
- Established standards for quality, accessibility, agile execution, resource planning, and design system consistency across hybrid and offshore teams.
- Built operational processes and performance rhythms that improved transparency, delivery health, and team accountability.

Director, Product Development | Evoke Mind+Matter | Apr 2021 - Jun 2022

- Led product strategy and cross-functional execution across healthcare digital programs, managing UX, engineering, QA, roadmap delivery, and stakeholder alignment.
- Introduced scalable operating models, agile planning practices, and delivery frameworks; partnered with finance and account leadership on scope, resourcing, and budget reconciliation.

Associate Director of Technology | Evoke Mind+Matter | Oct 2019 - Apr 2021

- Managed technical delivery across web, CRM, CMS, DAM, and broader digital ecosystems for healthcare and regulated clients.
- Led solution planning, team management, sprint metrics, resource forecasts, client-facing technology initiatives, and delivery leadership alignment.

TRANSFORMATION FOCUS

Engineering and delivery workflow transformation

- Redesign how engineering, UX, production, editorial, operations, and account teams move from strategy to execution.

Responsible AI adoption and governance

- Build the operating models, evaluation paths, training approaches, and review standards that make AI adoption practical and sustainable.

Regulated digital operating models

- Translate healthcare, pharma, accessibility, platform, vendor, and client constraints into delivery systems teams can use repeatedly.

EARLIER EXPERIENCE

Contract Senior Producer | Genuine | Jul 2019 - Oct 2019

- Supported enterprise digital programs, production management, timelines, and stakeholder coordination during contract engagement.

Associate Director, Technology | precisioneffect | Oct 2017 - Jul 2019

- Led technology strategy and execution across healthcare accounts; managed developers, vendors, budgets, and multi-channel digital programs.
- Served as senior partner to account, creative, and client leadership on technical direction, delivery planning, and operational priorities.

Interactive Technology Lead | precisioneffect | Mar 2016 - Oct 2017

- Oversaw technical production of websites, campaigns, and interactive experiences while improving QA, release processes, and technical standards.

Interactive Producer | precisioneffect | May 2014 - Mar 2016

- Managed day-to-day delivery of digital projects from kickoff through launch, coordinating creative, technical, and client teams.

Project Manager / Office Manager | Winsper | 2011 - 2014

Freelance Editor and Graphic Designer | Independent | 2005 - 2015

Art Teacher | Bridgeport Public Schools | 2007 - 2009

EDUCATION & CERTIFICATIONS

Master of Arts in Teaching, Art Education - Tufts University

Bachelor of Fine Arts, Illustration / Philosophy - University of Hartford

Certified Scrum Master (CSM) | Certified Product Owner (CSPO)