LES ADKINS

C-SUITE EXECUTIVE & STRATEGIC TRANSFORMATION LEADER

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EXECUTIVE SUMMARY

Broad-Scope C-Suite Executive & Strategic Transformation Leader with 15+ years of experience leading rapid operational stabilization, business transformation, process optimization, and enterprise change management across Fortune 500 companies, healthcare systems, fintech, and high-growth startups. Proven track record acting as an interim CEO, COO, CIO, and trusted C-suite advisor—guiding organizations through high-stakes pivots, discovery, process redesign, AI-enabled capability integration, and complex post-merger or operational turnarounds. Masterful at bridging business vision with technical execution, aligning executive stakeholders, and deploying cognitive models (Herrmann Brain Dominance Instrument / Whole Brain Thinking) to build resilient operating structures. Equipped to deliver immediate operational continuity, rapid assessment, and decisive leadership across enterprise environments.

INTERIM EXECUTIVE & CONSULTING EXPERIENCE

Founder & Chief Executive Officer

Orange SMS (Strategic Management & Solutions)

2009 Atlanta, United States

- Lead executive-level management consulting engagements focused on digital transformation, operational change management, business process optimization, and growth strategy for Fortune 500 enterprises and middle-market organizations.
- Serve as trusted advisor to C-suite leadership, conducting current-state process discovery and designing scalable future-state operating models that align people, technology, and governance.
- Facilitate high-stakes executive workshops, lead multi-stream change initiatives, and execute transformation roadmaps that deliver measurable financial and operational outcomes.
- Drive enterprise account expansion by identifying structural vulnerabilities and deploying high-value advisory services.

Wellstar Health System — Atlanta, GA

Instructional Designer & Transformation Specialist (ATD Certified)

2020 - 2026 Atlanta, GA

- Directed enterprise-wide digital transformation and learning initiatives supporting 40,000+ employees across Georgia's largest healthcare ecosystem.
- Introduced emerging AI-enabled capabilities and process automation tools into organizational workflows, accelerating content delivery timelines and system-wide learner adoption.
- Partnered with executive leadership and operational SMEs to translate complex clinical and administrative workflows into streamlined operational programs.

CORE INTERIM COMPETENCIES

Interim & Fractional Leadership

Interim CEO, COO, CIO, Chief Transformation Officer

AI & Technology Integration:

Workflow Automation, Digital Modernization, Capability Adoption

Cross Functional Team Leadership:

Mentorship, Agile Delivery, Global Stakeholder Alignment

Executive Advisory & Facilitation:

C-Suite Alignment, Strategic Roadmapping, Governance Structure

Human Capital & Enablement:

Whole Brain Thinking (HBDI), Leadership Development, Performance Optimization

EDUCATION & CERTIFICATIONS

Master of Business Administration (MBA) – Global Management

University of Phoenix

Bachelor of Science (BS) – Communications, Marketing & Public Relations

University of Nebraska–Omaha

HBDI Certified Practitioner

Herrmann International

ATD Certified Instructional Designer

Association for Talent Development

Additional Certifications:

DISC, Myers-Briggs, SPIN Selling, Dale Carnegie Leadership, Zig Ziglar Change Management

INTERIM EXECUTIVE & CONSULTING EXPERIENCE

Vice President & Co-Founder

DigitalGift (The Apocket Company)

2012 - 2023 Atlanta, GA

- Co-founded and scaled a patented mobile technology platform delivering personalized digital gift solutions.
- Spearheaded customer experience design, product strategy, and market expansion, collaborating with engineering teams to define application functionality and system integration.

Contract Executive Trainer & Content Developer

Fred Pryor Seminars / Pryor Learning

2015 - 2020 Kansas City, MO

- Delivered over 1,000 corporate seminars and custom workshops nationwide on leadership, strategic communication, project management, and cross-functional team execution.
- Facilitated high-impact virtual and onsite programs for diverse corporate clients, translating complex management concepts into actionable operational strategies.
- Partnered with enterprise learning teams to customize curriculum content and virtual learning paths, driving high engagement and participant satisfaction ratings.

Master Trainer, Reseller & U.S. Representative

Total Inter Action

2009 - 2018 Manly, NSW, Australia & USA

- Delivered executive leadership and soft-skills transformation programs based on Whole Brain Thinking and HBDI assessments across North America and APAC.
- Achieved top global client satisfaction ratings while expanding business development footprint and advising C-suite leaders on organizational capability building.

Senior Learning Executive

Premiere Global Services (PGi)

2006 - 2009 Alpharetta, GA

- Led design and deployment of enterprise sales onboarding and performance transformation programs across 24 countries for 2,700+ employees.
- Driven net quarterly revenue expansion (+4.2%) by building structured enablement curricula and mentoring global consulting and delivery teams.

TECHNICAL & ANALYTICAL EXPERTISE

Process & Automation:

- Process Mapping
- Current/Future-State Analysis
- Intelligent Workflows
- AI-Enabled Solutions
- Change Management Frameworks

Platforms & Tools:

- Articulate 360
- Synthesia
- LMS Platforms
- MS Teams
- Office 365
- Agile/Scrum Project Management Frameworks