

TOMMY CLIFFORD

Board Chair | Technology Executive | Digital Transformation Strategist | Entrepreneur

Appleton, WI | (920) 205-0033 | tommytrc@gmail.com

EXECUTIVE BOARD PROFILE

Board-tested technology and business leader with 16 years of credit union board service, including a completed two-year term as Chairman of the Board of Prospera Credit Union. Brings a rare combination of governance discipline, executive communication, digital transformation experience, marketing technology leadership, and hands-on operational problem solving. Known for translating complex technology and business issues into clear decisions, aligning stakeholders, and helping organizations modernize without losing sight of people, culture, risk, and customer/member experience.

BOARD VALUE PROPOSITION

Governance & Board Leadership

16 years on Prospera Credit Union Board of Directors; completed two-year term as Board Chair; experienced in boardroom leadership, agenda discipline, strategic discussion, and CEO/executive partnership.

Financial Services Perspective

Long-term credit union board experience with a member-first mindset, exposure to regulated financial services governance, and appreciation for risk, trust, compliance, and community impact.

Public Communication

Radio co-host and technology educator with strong ability to explain complex topics to executives, customers, community stakeholders, and non-technical audiences.

Digital Strategy & Innovation

Career-long technology leader with deep experience in SaaS, CRM, automation, AI-enabled workflows, digital marketing, customer engagement, and business process modernization.

Enterprise Operations

Managed technical teams, workflows, customer-facing implementations, national platforms, and digital transformation initiatives in high-pressure production environments.

Entrepreneurial Growth

Co-founder and president of a SaaS company helping businesses improve marketing communication, CRM adoption, funnels, email, SMS, and online presence.

SELECTED BOARD & GOVERNANCE EXPERIENCE

Prospera Credit Union

Board of Directors; Chairman of the Board, completed two-year term

Appleton, WI
16 years total board service

- Served 16 years on the Board of Directors, including the last two years as Chairman of the Board.
- Provided governance leadership for a member-owned financial institution, supporting strategic oversight, fiduciary responsibility, executive partnership, and member/community-centered decision making.
- Chaired board-level discussions with a focus on clarity, accountability, governance process, long-term strategy, and responsible growth.
- Brought a technology and innovation lens to boardroom conversations, helping leadership evaluate modernization opportunities, member experience, operational efficiency, and risk-aware adoption of new tools.

Compassionate Home Health Care

Board of Directors, Vice President

Appleton, WI
April 2013 - Present

- Serve in board leadership for a nonprofit healthcare organization, supporting mission alignment, governance continuity, and organizational stewardship.
- Contribute technology, marketing, communication, and operational perspective to board-level planning and community service initiatives.

Graphic Users Association (GUA)

President; Board of Directors

May 2004 - January 2012

- Led a nine-member board for a worldwide user association with more than 6,000 members.

- Set strategic vision for annual conferences, training webinars, customer focus groups, and member engagement programs.
- Helped plan and oversee yearly conferences attended by more than 600 delegates, working closely with the Executive Director to maintain budget discipline and operational execution.

PROFESSIONAL LEADERSHIP EXPERIENCE

So Easy Solutions - SaaS Company

Co-Founder & President

Appleton, WI
May 2021 - Present

- Lead a marketing technology company that helps businesses modernize customer communication through CRM, email, SMS, funnels, automation, and online presence tools.
- Advise clients on practical technology adoption, business process design, digital marketing strategy, and customer communication systems.
- Helped one client generate \$30,000 in membership course sales in one week through email marketing and funnel execution.

Keller Williams Fox Cities

Director of Innovation & Technology; REALTOR

Appleton, WI
July 2022 - October 2023

- Designed and developed a new agent onboarding plan with automated touchpoints.
- Built and delivered weekly technology training videos and live/remote training seminars for agents.
- Produced preferred partner videos and supported technology adoption across the market center.

EXIT Elite Realty

Director of Technology; REALTOR

Appleton, WI
May 2021 - June 2022

- Served as technology liaison for a 35-agent real estate agency, supporting training, adoption, and process improvement.
- Led weekly and monthly technology trainings across real estate platforms, marketing tools, and agent productivity systems.

Esko Graphics

Brand Owner - Solution Architect, North America

Dayton, OH
December 2017 - February 2021

- Performed onsite discovery workshops to analyze customer business processes, gather requirements, and define technology solutions.
- Provided strategic consulting, customer engagement, and employee engagement support for multi-billion-dollar clients.
- Created WebCenter training and how-to videos to improve client adoption and support scalable implementation.

WHBY 1150 Radio - Fresh Take / Krause & Company

Radio Co-Host, Tech Tuesday with Tommy

Appleton, WI
August 2017 - August 2022

- Co-hosted a weekly three-hour technology segment, explaining emerging technology, digital trends, and practical tools for a general business and community audience.

Brand Outcomes Inc.

Client Services Representative

Green Bay, WI
January 2017 - December 2017

- Supported brand development, website traffic growth, customer loyalty, customer relationship building, and strategic consulting initiatives.

EARLIER TECHNOLOGY & OPERATIONS LEADERSHIP

JP Graphics, Inc.

Prepress Lead / Assistant Technology Director

Appleton, WI
February 2016 - August 2016

- Managed a four-person prepress operation and implemented Agfa Apogee workflow, including operator training.

Seaway Printing Co.

Director of Technology

Green Bay, WI
April 2014 - February 2016

- Served as technical lead for a \$10 million printing organization, managing digital prepress and plating operations during transition to Heidelberg Prinect workflow.
- Built SOPs and training materials to support new workflow adoption.

HC Miller Co.

Director, Digital Development & IT

Green Bay, WI
March 2010 - March 2014

- Led digital development and IT for a \$5 million employee-owned print and marketing services provider.

- Worked with sales teams to design customer-facing digital solutions, including websites, multi-channel direct mail campaigns, variable data projects, and web-to-print portals.

RR Donnelley

Menasha, WI

Prepress Process Supervisor, DSC Book Platform

September 2008 - February 2010

- Served as technical lead for North American Digital Solution Centers within the Book Platform.
- Presented in technical pre-sales conversations with decision makers up to C-level executives.
- Acted as single point of contact for technical CSRs, sales teams, and customers across Book Platform plants.
- Oversaw digital workflow purchases for a \$1+ billion Book Group division and trained 40+ technical customer service staff and leads.

Banta Book Group

Menasha, WI

Digital Prepress Manager

May 1997 - September 2008

- Managed an 18-person digital prepress department for a 24/7, \$150 million print operation.
- Served as head technical resource for Banta Book Group print facilities nationwide.
- Created workflows and SOPs for internal customer service representatives and external customers.
- Spent 17 days in China as a technical resource for Banta, helping form partnerships with Far East printers.

ADDITIONAL HIGHLIGHTS

Social Media Influencer / Technology Content Creator

April 2011 - Present

Digital Technology Advocate

- Worked with Fortune 500 brands including Microsoft, Ford, Motorola, and Verizon to build awareness for new and emerging technologies.
- Produced blog posts, video content, training materials, and practical technology education content to increase engagement and adoption.

EDUCATION

Brigham Young University

1989 - 1994

Marriott School of Management

BOARD-RELEVANT COMPETENCIES

Corporate Governance | Credit Union / Member-Owned Financial Services | Digital Transformation | SaaS & CRM Strategy | Marketing Technology | AI & Automation | Customer/Member Experience | Risk-Aware Technology Adoption | Executive Communication | Stakeholder Alignment | Strategic Planning | Change Management | Training & Adoption | Community Leadership