

Justin Steyer

Tacoma, WA (Seattle–Tacoma Remote/Hybrid)
253-651-4913 • jsteyer@gmail.com • linkedin.com/in/jsteyer

CHANGE READINESS • TRANSFORMATION • DIGITAL OPERATIONS

Transformation and operations leader with 15+ years of experience guiding organizational, technology, and workflow change within complex, mission-driven environments. Proven ability to lead cross-functional transformation initiatives involving communications, stakeholder engagement, operational readiness, training enablement, digital platforms, and business process evolution.

Experienced translating complex technical and operational concepts into clear, actionable communication for executive leadership, technical teams, and non-technical stakeholders. Led major organizational transitions including enterprise technology modernization, operational restructuring, facility relocations, pandemic continuity operations, and the transformation of a legacy public media organization into an independent nonprofit.

CORE STRENGTHS

Change Readiness & Adoption • Organizational Transformation • Stakeholder Engagement • Executive Communications • Cross-Functional Leadership • Operational Change Management • Training & Enablement • Workflow & Process Improvement • Communication Strategy • Technology Adoption • Digital Operations • Program Coordination • Business Process Change • Operational Continuity Planning • Dashboard & Reporting Development • Vendor & Implementation Coordination • Multi-Site Operations • CMS & Digital Platforms • Smartsheet • SharePoint Familiarity • Project & Program Support • HTML/CSS • UI/UX Collaboration • Multimedia Content Creation

PROFESSIONAL EXPERIENCE

KNKX Public Radio / Pacific Public Media — Tacoma & Seattle, WA

Technology & Digital Operations Consultant | 2025–Present

- Continue supporting operational and reporting workflows for KNKX following organizational restructuring, including management of complex data transformation and compliance reporting processes.
- Coordinate cross-functional operational support activities involving technology systems, reporting workflows, and vendor/platform processes.

Director of Digital Media & Technology | 2015–2025

- Led digital operations, technology strategy, infrastructure coordination, and cross-functional operational initiatives for a multi-site public media organization serving Western Washington.
- Guided organizational transformation initiatives during the transition from legacy university-owned station KPLU to independent nonprofit KNKX following the successful community-led acquisition campaign.
- Participated on station leadership team during a period of major organizational change including the station sale announcement, nonprofit formation, operational restructuring, rebranding, facility transitions, and enterprise technology modernization.
- Supported operational continuity and organizational readiness throughout the COVID-19 pandemic by rapidly adapting workflows, remote collaboration systems, communication practices, and technical operations to maintain uninterrupted broadcast and digital service.
- Led and coordinated major multi-site operational and technology transitions including studio relocations, infrastructure buildouts, workflow redesign, vendor coordination, and staff operational readiness.
- Developed and implemented communication, documentation, and support strategies for organization-wide technology and workflow changes impacting technical and non-technical staff.
- Created dashboards, reporting workflows, and operational visibility processes supporting leadership decision-making, grant compliance, digital performance tracking, and technology operations.
- Directed cross-functional vendor implementation and operational support projects including streaming platform transitions, Google Workspace security initiatives, MFA rollout coordination, and enterprise infrastructure modernization.

The Seattle Times — Seattle, WA

Producer | 2008–2009

- Coordinated digital publishing workflows and multimedia production support within a high-volume newsroom environment.

REI Distribution Center — Sumner, WA

Seasonal Shipping Clerk | Early Career

- Supported distribution and operational workflows within REI's logistics environment during seasonal operations.

EDUCATION

Master of Business Administration (MBA), Technology & Innovation Management — Pacific Lutheran University

Bachelor of Arts (BA), Visual Journalism — Western Washington University

Associate of Arts and Sciences (AAS) — Tacoma Community College

Cover Letter

Justin Steyer
Tacoma, WA

5/29/26, 9:38 PM

253-651-4913

jsteyer@gmail.com

Dear REI Hiring Team,

I am excited to apply for the Change Readiness Lead position supporting REI's Merchandising Planning Transformation program. The opportunity to help guide people, processes, and technology through meaningful organizational change strongly aligns with both my professional experience and the type of mission-driven work I value most.

Over the past 15 years, I have led digital operations, organizational transformation initiatives, and cross-functional technology modernization efforts at KNKX Public Radio, one of the Pacific Northwest's largest public media organizations. While my titles focused on digital media and technology leadership, much of my work centered on helping people successfully navigate change — translating complex operational and technical initiatives into understandable processes, communication, training, and support.

One of the most formative experiences of my career was helping guide KNKX through the transition from legacy university-owned station KPLU into an independent nonprofit organization following the station's community-led acquisition campaign.

I also helped support operational continuity during the COVID-19 pandemic by rapidly adapting workflows, collaboration tools, and operational processes to maintain uninterrupted broadcast and digital service.

What especially draws me to this role at REI is the emphasis on supporting people through change — not simply implementing systems.

I also appreciate REI's collaborative culture and mission-driven approach. Earlier in my career, I worked seasonally within REI's distribution operations, which gave me an early appreciation for the co-op's operational environment and organizational culture.

Thank you for your time and consideration.

Sincerely,

Justin Steyer