

Timothy L. Fagan

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PROFESSIONAL SUMMARY

I'm a player-coach who's served as the single point of accountability for end-to-end content lifecycle operations at scale — creation, governance, approval, production, QA, and publishing — for organizations serving 2M+ business customers and 30,000+ employees. I've built my career on stakeholder alignment, bringing functions like Legal, Operations, Marketing, and Communications onto the same page, while staying close enough to the work to dig into the technical details when a problem needs it.

EXPERIENCE

The Hershey Company | Hershey, PA

February 2024 – May 2026

Manager, Corporate Communications

Owned content strategy and governance for the CTO/CIO organization during a period of digital transformation, bringing structure and consistency to a fast-moving, matrixed environment.

- Brought order to a fragmented content environment as platform product owner, establishing governance standards that gave a complex, matrixed organization a single source of truth.
- Owned operations for Hershey's multi-tier enterprise recognition program, spanning nine business functions and the CEO; managed quarterly events recognizing 100+ honorees annually and directed eight executive video productions — script through final cut — for company-wide all-hands presentation.
- Partnered with external agencies to develop and produce branded content across executive thought leadership, digital campaigns, and presentation materials, managing relationships, delivery timelines, and brand standards.
- Collaborated with C-suite stakeholders (CTO, CIO) on content supporting digital transformation initiatives, leading change management and driving adoption through cross-functional alignment.
- Redesigned content architecture and governance frameworks, enforcing standards to improve discoverability, access, and operational consistency across a large, distributed workforce.

Comcast Business | Philadelphia, PA

February 2020 – December 2023

Senior Manager, Change & Knowledge Management (National)

Took full ownership of an enterprise knowledge platform serving 2M+ customers, turning a fragmented content operation into a scalable, governed system.

- Served as Agile Product Owner and single point of accountability for enterprise knowledge platform, owning the full content lifecycle (creation, governance, approval, production, QA, publishing) for a platform reaching 2M+ business customers and 30,000 employees, running sprint planning and prioritization across a cross-functional delivery team.
- Architected and executed a large-scale content migration of 20,000+ articles and assets. Managed taxonomy redesign, metadata modeling, agency coordination, quality audits, and governance. Deployed new CMS with zero business continuity disruption.
- Owned cycle time and throughput as core operational metrics, alongside governance compliance; translated insights into workflow improvements that increased release cadence 300% through streamlined cross-functional delivery and vendor alignment.
- Led change management and adoption for platform migrations across the internal team and customer support organization, while managing stakeholder alignment with Legal, Operations, Marketing, Product Management, and Communications throughout the rollout.

Comcast Business | Philadelphia, PA

2018 – 2020

Manager, Knowledge Management (National)

Led the evaluation and redesign of the customer-facing knowledge platform, setting the foundation that the next-generation system would be built on.

- Led platform selection initiative serving as product owner for enterprise KM evaluation, defining requirements, leading vendor assessments, and developing migration strategy for a platform serving 2M+ customers.
- Owned comprehensive redesign of information architecture, taxonomy, and metadata strategy for customer-facing Business Support site (300,000+ monthly visitors, 400+ articles).

- Managed team of three content specialists and one co-op, overseeing end-to-end content lifecycle including creation, governance, approval, QA, and archival; achieved 20% reduction in expired or redundant content.

Comcast Business | Philadelphia, PA

2015 – 2018

Supervisor, Knowledge Management (National)

Led the redesign and relaunch of an internal KM platform used daily by thousands of employees, then built the analytics foundation to keep improving it.

- Led the redesign and relaunch of an internal KM platform serving 5,000+ daily users, coordinating development, QA, and operations to deliver the launch on schedule with no service disruption.
- Built a user activity analytics practice from the ground up, turning raw adoption data into a continuous improvement loop for the team and a small staff of content specialists.

Comcast Business | Philadelphia, PA

2010 – 2015

Senior Analyst, Process Optimization & Knowledge Management (National)

Built and managed the procedural content foundation that 30,000 employees relied on daily.

- Built and governed a procedural content library from the ground up within a proprietary CMS, giving 30,000 employees reliable access to the operational content a 2M+ customer base depended on.
- Caught quality and consistency issues before they reached customers, running QA across platforms to keep content accurate and governance-compliant at scale.

CORE COMPETENCIES

Content Operations • Content Lifecycle Management • Digital Production • Platform Product Ownership • Information Architecture • Taxonomy & Metadata Design • Content Governance • Sprint Planning • Agile Product Management • Agency & Vendor Management • Stakeholder Engagement • Change Management (Prosci) • GenAI & Workflow Automation • KPI Development & Reporting

TECHNICAL SKILLS & TOOLS

Content & Knowledge Platforms: SharePoint, Sitecore, RightAnswers, Oracle Knowledge, Salesforce Libraries, Axios HQ, Loop, Confluence

DAM & Content Operations: Taxonomy Design, Metadata Management, Asset Governance, Content Lifecycle Management, Publishing Processes, Style Guide Development

Agile & Project Management: Jira, Rally, Asana, ServiceNow, Microsoft Project, Smartsheet

Analytics & UX: Google Analytics, User Activity Analytics, pNPS, User Acceptance Testing (UAT)

GenAI & Automation: Claude API, n8n, Make.com, AI-powered workflow development

CERTIFICATIONS

- AI Automation — Temple University, Certified 2026
- SAgile Agilist 6.0 — Certified 2024; SAgile 4.0 Product Owner / Product Manager — Certified 2018
- Prosci Change Management Methodology — Certified 2020

EDUCATION

Drexel University | Philadelphia, PA

Graduated Magna Cum Laude

Bachelor of Science, Communication and Applied Technology (Business Minor)