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| Jonathan Thurston  Accessibility and Inclusion Expert | JonathanThurston@gmail.com  (650) 776-5714  [LinkedIn](https://www.linkedin.com/in/jonathanthurston/) • Campbell, California |

Collaborative leader with demonstrated success in building and mentoring teams that exceed expectations. Experienced in developing product vision and facilitating change management. Dynamic and resourceful designer and product manager with expertise in crafting strategies to create innovative products and software. Results-driven professional skilled in streamlining procedures to optimize productivity and profitability. Articulate communicator with a talent for cultivating working partnerships to achieve exceptional project outcomes. Committed to pursuing opportunities for continuous professional growth and development.

**Areas of Expertise**

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| * Technical Program Management * Strategic Planning & Execution * Vision & Mission * Thought Leadership * Program Prioritization | * Product Requirements * Product Roadmaps * Accountability Metrics & Scorecards * Product Methodology | * Portfolio Management * Governance Framework & Processes * Standards & Quality Governance * Cross-Functional Team Building * Software Development Lifecycle |

**Career Experience**

**The Global Initiative for Inclusive ICTs, Atlanta Georgia 10/2021 - Present**

Accessibility & Inclusion Expert

Accessibility program and inclusion expert supporting G3ict programs.

**Atlassian, Mountain View California 03/2020 - 07/2021**

Head of Accessibility

Identified product mission. Introduced products at scale. Established a new accessibility program, tools, updated documentation. Trained staff to use accessibility Software Engineering best practices so that products were accessible and functional for a vast audience with diverse needs. Defined validation procedures.

* Created the company’s enterprise accessibility strategy aligned with external partners’ voices and vision.
* Initiated development of accessibility product vision and three-year roadmap.
* Devised procedure to gather metrics to strengthen disabled customer voice and gauge product’s success against industry standards.
* Instituted workflow procedure that eliminated 85+% of Cloud Product bugs in less than one year.
* Cultivated strategic external partnerships across accessibility space.
* Designed roadmap to enhance Mobile and Cloud product accessibility in partnership with engineering, product, design, and research departments.
* Formed tracks of work across the matrix with Engineering, Product Management (PM), Research, and UX teams to positively impact the execution of accessible experiences for our customers.
* Collaborated with executives & leadership to win support for two accessibility business cases (FY20 & 21).

**Pearson Global Product, Hoboken New Jersey 06/2015 - 03/2020**

Head of Accessibility, 2016 – 2020

Director of Product Management, 2017 – 2020

Senior Accessibility Product Manager, 2015 - 2016

Designed business case based on customer metrics to ensure prioritization of accessibility. Managed program. Updated third-party agreements to establish a commitment to accessibility. Led internal and external messaging campaigns. Collaborated with marketing and sales teams.

* Gained executive approval to launch an accessibility program, which then jumped to the company’s number six business priority out of fifty-two programs.
* Founded the company’s first Executive Accessibility Steering Committee to share progress, define priorities, and build consensus.
* Consolidated five sets of accessibility requirements into one “source of truth.”
* Increased outreach activities by six hundred percent in one year.
* Expanded accessibility team from one to five members, including dedicated program manager.
* Formed two eight-member platform quality assurance teams.

**HarperCollins, New York City New York 04/2014 - 05/2015**

Senior Manager of Global eBooks

Applied metrics, data, and internal dashboards to craft product development strategy and restructure operations.

* Managed eBook Program
* Collaborated with production and engineering teams to update all workflows to EPUB 3.0.
* Launched a cross-business accessibility program to ensure new products were released as accessible.

**John Wiley and Sons, Hoboken New Jersey 04/2011 -10/ 2013**

Digital Business Developer, 2012 – 2013

Manager of Digital Books, 2011 - 2012

Revised and improved product specifications. Conducted target audience research then used findings to create digital products. Defined and built new working groups.

* Initiated a new global product accessibility program.
* Streamlined operations by consolidating twelve production formats into one standard format.
* Successfully promoted five new product streams of work across the matrix.
* Earned promotion to Digital Business Developer position.

**Unite for Literacy, New York City New York 01/2009 -04/2011**

Director of Design Technology

Crafted and implemented educational programs and directed creative research projects.

* Designed and delivered interactive curriculum used in international literacy initiatives.
* Worked with a team of experts to ensure products were culturally relevant and embraced diversity.

**Education**

Master of Fine Arts

Rhode Island School of Design, Providence, Rhode Island, **2002**

Bachelor of Fine Arts

California State University-Chico, Chico, California, **1997**

**Digital Product College Teaching Experience 2002 - 2011**

Digital Media/ Product Design Professor and Department Chair working for Rhode Island School of Design, Albright College, Raritan College, and Bloomfield College.

**Community Service 2006 - Present**

VOICE: Empowered Learning President

Non-profit organization integrating literacy with creative expression and technology

[VOICEempoweredlearning.org](http://voiceempoweredlearning.org/)

**Industry Presentations & Collaboration**

Festival of Accessibility May 21, 2021. The Future of A11Y [https://accessibility-festival.vfairs.com/en/#agenda](https://accessibility-festival.vfairs.com/en/%23agenda)

Deque’s Global Accessibility Awareness Day ‘After Party’ May 21, 2020. Featuring guest speaker Lainey Feingold and moderated by Jennison Asuncion (GAAD co-founder) and Jonathan Thurston, Head of Accessibility at Atlassian. <https://accessibility.deque.com/gaad-2020-after-party-panel-of-experts>

BISG Thought Leader Series April 2019. Let's Make Things Easier: Simplicity Through Partnership <https://bisg.org/news/447587/Lets-Make-Things-Easier-Simplicity-Through-Partnership.htm>

CSUN 2019.: Accessibility Initiatives and Commitments from Major Higher Ed Publishers <https://www.csun.edu/cod/conference/2019/sessions/index.php/public/presentations/view/1038>

Accessing Higher Ground Conference 2018. More Accessible Than You Realize: What the Big 5 Publishers Provide <https://bit.ly/2lXsoYl>

AHEAD Conference 2018. Puzzled or Frustrated by Accessible Procurement? How to Get Results Through Smart Policies and Savvy Partnerships with Publishers and Other Vendors

<https://bit.ly/2kfNi4y>

IMS Learning Impact 2018. Accessibilities’ Ariadne's Thread: Solving the Labyrinth for Accessible Course Materials <https://bit.ly/2jX5hfT>

BISG: Voices Of Accessibility Amnet Thought Leader Series November 13, 2018. <https://amnet-systems.com/voices-accessibility-jonathan-thurston/>

BISG: The Future of Publishing Accessibility Partnerships in Higher Education Adoption [https://bisg.org/news/425494/Accessibility Partnerships-in-Higher-Education-Adoption.htm](https://bisg.org/news/425494/Accessibility%2520Partnerships-in-Higher-Education-Adoption.htm)

Book Business "How Accessible Content Can Unlock New & Diverse Audiences" Webinar <https://www.bookbusinessmag.com/webinar/accessible-content-can-unlock-new-diverse-audiences/>

CSUN 2017. An Accessible Textbook Ecosystem in a Time of Improving Requirements <http://www.csun.edu/cod/conference/2017/sessions/index.php/public/presentations/view/72>

National Federation for the Blind EBooks and EPUB Accessibility: Seminar in Baltimore March 6, 2017. <http://www.daisy.org/news-archive?page=1>

IMS Global Accessibility Key Principles for Digital eText Materials (EPUB) <https://www.imsglobal.org/accessibility-key-principles>

DAM New York 2017. Accessibility: DAM and Metadata: Opportunities and Challenges in the Pursuit of Equality & Jonathan Thurston outlines the benefits of implementing Accessibility Metadata <https://www.youtube.com/watch?v=mwzO1XDFbHA>

PSP 2017. Accessibility The Publishers Speak!

<https://psp2017conf.com/pre-conference/>

atLIVEedu-Kurzweil Education Webinar Why ePUB 3 is the Gold Standard for Accessibility

<https://bit.ly/2kpqZt5>

Accessing Higher Ground 2016. Vendor Tips on Accessible Procurement <https://accessinghigherground.org/vendor-tips-on-accessible-procurement/>

Be A Power Player at the Procurement Table! Tips from the Vendor's Chair <http://accessinghigherground.org/power-player-procurement-table-tips-vendors-chair/>