

# April Beckwith, PMP, CSPO

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## SKILLS

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Program/Project Management | Product Management | Change Management | Leadership and Talent Development | Strategy Execution | Operational Design & Process Improvement | Brand Development & Corporate Communications | Vendor Management | Crisis Communication Planning | Data-Driven Decision Making

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## SUMMARY

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Results-driven leader with over 15 years of experience in driving large-scale, transformational initiatives across diverse industries, including healthcare, tax services, and business operations. Proven expertise in program and project management, operational design, change management, and brand development. Adept at aligning cross-functional teams, managing complex portfolios, and optimizing internal processes to improve customer experience, operational efficiency, and business performance. Recognized for a strategic mindset, strong leadership in talent development, and a track record of delivering measurable outcomes. Skilled in fostering collaboration, driving continuous improvement, and executing high-impact solutions in fast-paced environments.

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## EXPERIENCE

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### Blue Cross Blue Shield of Kansas City

05/2021 – 02/2025

#### Manager – Enterprise Portfolio Management Office (EPMO)

Led a team of 10 Program Managers, Project Managers, and Business Analysts, overseeing a portfolio of enterprise-wide initiatives with an annual project budget of \$15M across 38 high-impact projects.

- Developed and implemented a comprehensive project lifecycle, including tools, processes, and artifacts that integrated best practices in project management and change management, improving project consistency and execution.
- Managed the intake process for the organization's strategic project planning governance committee, aligning projects with business objectives and optimizing resource allocation to maximize ROI.
- Fostered a culture of continuous improvement, through a community of practice and targeted team learning and development.

#### Program Manager - Enterprise Portfolio Management Office EPMO

- Successfully insourced 9 Spira Care Centers, leading cross-functional teams to build staffing models, transition medical supply and equipment vendors, and implement new technologies and procedures, delivering projects on time and within budget.
- Led the Health Equity program, with a goal of driving targeted outreach initiatives using data analytics to enhance member engagement and promote health equity, contributing to improved health outcomes.

### H&R Block

04/2003 – 05/2021

#### Director – Integration & Delivery

Directed a high-performing team responsible for executing 80+ projects and 14 strategic initiatives annually, driving operational improvements and delivering measurable business value in a fast-paced environment.

- Managed complex regulatory changes during the COVID-19 pandemic, coordinating compliance for 10,000 offices across city, county, and state government orders, ensuring business continuity and smooth operations.
- Led the development and delivery of senior leader presentations for national in-person and virtual conventions, engaging up to 3000 company leaders and franchisees, aligning teams with organizational vision and strategic priorities.

#### Program Manager – Block Advisors Strategy

- Developed and launched the first-ever brand value proposition for Block Advisors, including client experience proof points, omni-channel implementation, and comprehensive training programs, driving significant increases in client satisfaction, revenue, and EBITDA.
- Piloted and scaled a transparent upfront pricing model for tax season, contributing to improved customer trust and enhanced brand perception.

### **Program Manager – Business Services**

- Designed and launched a new service model for delivering bookkeeping and payroll services to small business owners, overseeing the creation of office processes, training materials, and support systems.
- Managed relationships with multiple software platform vendors and successfully negotiated a multi-year contract, ensuring long-term service continuity and cost efficiency.

### **Lead Product Manager – Client Experience**

- Mapped end-to-end customer journeys and identified areas for improvement in tax office tools and client experience training, resulting in enhanced service delivery and customer satisfaction.
- Spearheaded the development and implementation of the Affordable Care Act support plan for Tax Professionals and District Leaders, improving compliance and support during tax season.
- Part of an innovation team that developed a mobile tax preparation application through rapid ideation, prototyping, and usability testing, positioning the company at the forefront of technology-driven tax services.

### **Performance Analysis Manager – Client Service Organization**

- Led global quality assurance and performance analysis for client interactions, collaborating with outsourced partners to calibrate and refine service delivery, improving customer satisfaction.
- Deployed a new quality monitoring tool, resulting in more effective agent coaching and actionable insights from customer feedback, enhancing overall service quality.

### **Contact Experience Manager – Client Service Organization**

- Managed the business operations of the 1800HRBLOCK and H&R Block Bank IVR systems, optimizing functionality and ensuring seamless user experience.
- Directed a Scrum team responsible for the development and launch of a new appointment scheduling tool, streamlining appointment-setting processes and improving client access.

### **Executive Escalations/Social Media Manager – Client Service Organization**

- Led customer service teams responsible for handling high-touch client escalations through Executive Leadership and Social Media channels, resolving issues and driving H&R Block's Better Business Bureau rating from an F to an A.

### **Additional Experience: Training Manager, Account Manager, Business Analyst –H&R Block Client Service Organization**

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## **PROFESSIONAL DEVELOPMENT**

- Project Management Professional (PMP) Certification
- Prosci Change Management Practitioner Certification
- Certified Scrum Product Owner (CSPO)
- Central Exchange Emerging Leaders Program
- Johnson County Community College Business Accounting certificate
- Bloch Leadership Development Program through the Henry W. Bloch School of Management
- Disney Institute Approach to Quality Service Training

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## **EDUCATION**

Master of Business Administration in Project Management  
Keller Graduate School of Management

Bachelor of Science in Agriculture (Horticulture: Landscape Design)  
Kansas State University

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## **INTERESTS**

### **Community Outreach**

Combining my love of horses with a passion for giving back to my community, I actively volunteer with an adaptive horse-riding program for children and adults with disabilities.

### **Competitive Team Sports**

Passionate about team sports as an active player on women's and co-ed recreational hockey teams.

### **Design**

Whether it's designing a garden or creating a visually engaging business communication, I'm all about blending creativity with design to make ideas stand out.