Program and Project Management support for digital transformation data privacy compliance initiative

Situation: New consumer data privacy regulations, notably CPRA, requires TFS to implement changes across all business units. Enterprise Transformation team is tasked with a digital transformation program to update front-end and back-end systems and processes integrations, as well as all customer-facing documentation.

Activities: Work alongside TFS team to lead the program development, coordinating work packages for all workstreams, engaging stakeholders to bring functional silos together and align objectives and de-risk dependencies. Communications with project team and senior management.

Results: TFS is compliant with CPRA as of 1/1/23. The effort included updating consumer websites for Toyota, Lexus, and Mazda, for over 6.2 million customers and 2,500 dealers.