
ROBERT L. CHILDS, JR.

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Personal Summary

Results-driven technology and digital executive with deep experience leading enterprise transformation, modernizing operating models, and aligning technology strategy with business growth, customer experience, and operational performance. Proven track record of leading large-scale digital, IT, infrastructure, product, and platform organizations across regulated industries and complex enterprise environments. Brings strong expertise in enterprise architecture, cloud transformation, customer platforms, AI enablement, financial governance, and portfolio execution with accountability for multi-billion-dollar investment roadmaps and large global teams. Recognized for delivering measurable outcomes through modernization, cost optimization, service reliability, and innovation-led transformation while building high-performing teams and executive stakeholder alignment. Trusted advisor to boards, C-suite leaders, and business partners in driving enterprise resilience, strategic growth, and customer-centric technology transformation.

Key Competencies & Strengths

- Enterprise Digital Transformation
 - Technology Strategy
 - IT Operating Model Design
 - Digital Product Management
 - Enterprise Architecture
 - Cloud Transformation
 - Customer Experience Platforms
 - IT Financial Governance
 - Portfolio & Program Management
 - Agile & DevOps Delivery
 - Executive Stakeholder Management
 - Strategic Leadership
 - Change Leadership
 - Cross-Functional Collaboration
 - Board-Level Communication
 - AI Strategy & Enablement
 - Data & Analytics Strategy
 - ERP Transformation
 - Cybersecurity & Risk Management
 - Grid / Infrastructure Modernization
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Professional Experience

Senior Vice President and Chief Digital & Information Officer 2025 to 2026 AMEREN CORPORATION St. Louis MO

- Served as the senior executive accountable for enterprise digital and technology strategy, operating model transformation, and investment governance for a Fortune 500 regulated utility serving 3.2 million customers; led 725 FTEs and 1,500 contractors with oversight of \$500M+ in annual CapEx/OpEx.
- Directed a \$2B multi-year digital transformation portfolio spanning customer platforms, grid modernization, enterprise applications, and back-office technology, aligning investments to customer affordability, operational resilience, innovation, and long-term strategic growth.
- Established future-state enterprise architecture and technology strategy across cloud, on-premise infrastructure, AI, ITSM, and managed services, simplifying the application landscape, strengthening governance and agility, and improving reliability of mission-critical systems to nearly 99.999% availability.
- Delivered measurable enterprise impact through large-scale transformation and cost optimization, generating \$18M first-year savings, \$10.5M annual OpEx savings, \$5M recurring organizational savings, and \$4.5M annual savings through Salesforce Service Cloud-enabled call center modernization and process standardization.

Senior Vice President & Chief Information Officer 2023 to 2024 AMEREN CORPORATION St. Louis MO

- Promoted to Chief Information Officer with enterprise accountability for infrastructure, networks, operations, end-user computing, service desk, ITSM, enterprise and solution architecture, Agile delivery, project management, and IT financial governance; led 835 FTEs and 2,300 contractors with responsibility for \$500M+ in annual CapEx/OpEx.
- Led enterprise technology modernization and operational transformation for a Fortune 500 regulated utility serving 3.2 million customers, strengthening service delivery, business continuity, operating discipline, and alignment of core IT capabilities with strategic business priorities.
- Directed large-scale grid communications and network modernization initiatives, including deployment of fiber and MPLS across ~650 transmission, office, and connected sites, launch of a multi-year cellular pLTE network, and execution of a transmission and distribution fiber modernization program delivering ~\$10M in annual O&M savings.
- Delivered enterprise platform and field transformation programs, including a \$160M Oracle ERP Finance and Supply Chain modernization generating ~\$32M in cumulative OpEx savings, and a \$200M Digital Field Experience program deploying Maximo and Click cloud mobility solutions to automate field operations, improve workforce productivity, and increase customer satisfaction.

Vice President Digital Products & Innovation 2019 to 2023

AMEREN CORPORATION**St. Louis MO**

- Recruited to lead enterprise digital product strategy, innovation, and platform delivery across customer, corporate, generation, field, and grid domains; led an organization of 320 FTEs and 750 contractors with oversight of \$350M+ in annual CapEx/OpEx to modernize customer, employee, and frontline experiences through core digital platforms.
- Owned the end-to-end digital customer journey and Customer 360 ecosystem, including engagement, billing, service, analytics, enterprise integration, cloud platforms, DevOps, and scaled Agile delivery, driving ~90% automation of customer transactions and increasing customer satisfaction, self-service adoption, and digital experience performance.
- Directed modernization of enterprise business systems supporting Generation, Field Operations, Grid, HR, Finance, Supply Chain, Legal, and Trade Floor operations, including migration from PeopleSoft to Workday HCM, deployment of a cloud-based enterprise data lake, and implementation of a centralized MuleSoft API platform standardizing ~3,000 APIs to strengthen reliability, reuse, and enterprise integration.
- Delivered high-impact digital transformation initiatives, including a cloud-based outage communications platform that enhanced customer awareness and restoration transparency during major events, and large-scale AMI / smart metering deployments across Illinois and Missouri that improved data visibility, reduced truck rolls, and generated operational savings.

Senior Vice President, Emerging Solutions & Transformation**2018 to 2018****ROGERS COMMUNICATIONS, INC.****Toronto ON**

- Led enterprise transformation of technology processes, delivery models, architecture, and workforce strategy to improve customer and frontline experiences through digital strategy, innovation, and change leadership; led 220 employees and 800+ contractors with oversight of ~\$500M CAD annual OpEx/CapEx.
- Directed enterprise functions including enterprise architecture, middleware services, PMO, release management, quality engineering, environment support, and digital delivery, strengthening governance, execution consistency, and delivery performance across large-scale business and technology initiatives.
- Established the Rogers Digital Evolution Program, a multi-year omnichannel transformation portfolio, and delivered the OneView Customer 360 platform, piloted with ~300 agents and reducing average handle time by ~2 minutes per call through improved customer insight and agent enablement.
- Defined and executed modern engineering and delivery capabilities including abstraction architecture, abstracted commerce, multi-speed delivery, DevOps, CI/CD, cloud-based integrated environments, and shift-left quality engineering, reducing production incidents by 40%, improving testing efficiency by 20%, and lowering UAT defect leakage by 50%.

Senior Vice President, Customer Experience IT**2016 to 2017****ROGERS COMMUNICATIONS, INC.****Toronto ON**

- Recruited to lead Customer Experience IT aligned to the Chief Customer Officer, with responsibility for customer-facing and frontline systems across retail, digital, mobile, field service, device testing, and enterprise contact centers supporting ~9,000 agents; led 250 FTEs and 500 contractors and managed an annual budget of \$400M+ CAD.
- Led the turnaround and modernization of enterprise customer experience technology, transforming digital, mobile, contact center, and field service journeys to improve customer engagement, service delivery, frontline productivity, and business performance.
- Delivered differentiated customer and agent solutions, including enhanced wireless purchase journeys, the award-winning Fido Happy Hour mobile app, Family Data Manager, Voice ID, social care platforms, and AI/BOT-enabled self-service capabilities, improving authentication, response times, fraud prevention, and customer transparency.
- Simplified the enterprise customer technology landscape by consolidating 3,000 bespoke operations into ~300 RESTful APIs and retiring legacy services, improving system stability, scalability, integration performance, and run-cost efficiency across core customer and frontline platforms.

Practice Head & Delivery Lead - Customer Engagement Platforms (CEP)**2010 to 2016****PUBLICIS.SAPIENT****New York NY**

- Led and grew a \$25M+ global Customer Engagement Platforms practice, with responsibility for business development, solution shaping, client delivery, and practice leadership across large-scale digital engagement, commerce, and marketing transformation programs.
- Closed and delivered \$100M+ in enterprise engagements across Adobe Marketing Cloud, ATG Commerce, and digital commerce platform modernization, expanding strategic relationships and driving revenue growth across major retail, high-tech, media, and consumer products clients.
- Built a scalable global delivery model integrating partner agencies across strategy, design, technology, and execution, improving delivery effectiveness, operational scalability, and cross-border collaboration across complex enterprise programs.
- Delivered significant client value through large-scale transformation engagements, including a \$140M omnichannel commerce re-platform, a \$46M global account that drove a \$53M contract extension and 200%+ release throughput improvement, a delivery turnaround that increased quarterly revenue from \$5M to \$8M and margins by 13%, and commerce solutions that generated \$3M in incremental revenue for a major media client.

Senior Client Executive; Delivery Leadership

2005 to 2010

PUBLICIS.SAPIENT

New York NY

- Led large-scale digital and business transformation programs across North American telecommunications and utility clients, providing executive leadership for delivery strategy, program execution, stakeholder governance, and enterprise change initiatives.
- Turned around high-profile digital platform and billing transformation programs for a major U.S. telecommunications company and Canadian regulated utility, restoring delivery confidence, improving execution discipline, and aligning program outcomes with client business priorities.
- Managed \$40M+ portfolios, large global onshore/offshore delivery teams, and senior C-suite client relationships, driving execution across complex programs while balancing scope, budget, risk, quality, and timeline commitments.
- Delivered critical telecommunications and regulated utility platforms in highly controlled environments, ensuring strong performance across governance, compliance, quality assurance, risk mitigation, and milestone delivery for enterprise-scale transformation initiatives.

Education

Master of Arts (MA): Communications

Emerson College

Boston, MA

Bachelor of Arts (BA): Political Science, English Writing / Communications

University of Massachusetts Dartmouth

Boards And Awards

- Information Systems and Technology Advisory Board, University of Missouri-St. Louis, 01/01/19, Present
- Strategic Advisory Board, Utilities Analytics Institute (UAI), 01/01/21, Present
- Member, UNITE CIO Consortium, 01/01/23, 12/31/26
- Large Enterprise Award Winner, St. Louis ORBIE, 01/01/25, 12/31/26

Technology Expertise

- Customer & Engagement Platforms
- Delivery & Operating Model
- Architecture, Data & Integration
- OT & Network Technologies
- Cloud & Environments
- Security & Risk Enablement
- Vendor & Sourcing