# TINA FRAUSTO

**CHIEF OPERATIONAL OFFICER**

**TRANSFORMATIONAL CHANGE, SCALABLE GROWTH**

**PRODUCTIVITY & EFFICIENCY**

## EXECUTIVE BIO & BOARD PROFILE

Tina Frausto is a C-suite operations and transformation executive providing a rare combination of operational rigor, technology fluency, and human-centered leadership, modernizing global organizations at scale. She redefines how work gets done, unlocks growth, accelerates productivity, and increases enterprise value. With experience leading 1,500+ employees in 27 countries, Tina has supported and transformed multi-billion-dollar businesses, contributing to $4B+ in enterprise revenue. Her leadership consistently translates strategy into results, doubling revenue, delivering 12M+ in cost savings, and generating 700,000+ hours of productivity gains.

Recently, as Head of Operations for National Accounts Services at ADP, Tina established an enterprise-wide AI transformation program, designing the governance, operating model, and change infrastructure required to enable adoption at scale across 4,800 employees. Her AI-enabled workflow redesign reduced time-to-productivity from 12 months to one week, delivered immediate impact with 800+ hours of productivity savings in the first month, and established a repeatable blueprint for AI-powered operations.

As COO of Equifax Workforce Solutions, Tina transformed the business into a scalable growth engine–supporting expansion from $1B to $3B in revenue. She improved service delivery, reduced implementation timelines from 12 months to two weeks, captured $12M in cost savings, and boosted customer satisfaction to 97% and quality to 95%. She reduced client implementation cycles from 200+ days to as little as three days, unlocking $32M in incremental revenue and significantly accelerating time-to-value. Previously as Senior Vice President of Business Transformation, Tina led one of the most significant transformations in the company's 120-year history. She standardized operations across 27 global geographies, deployed systems 5x faster than industry benchmarks

Repeatedly selected to lead complex, high-stakes transformations in fast-changing environments, Tina contributes to executive teamwork, improving and scaling efficiency. At UKG, she spearheaded the post-acquisition integration of Ultimate Software and Kronos, establishing a unified operating model that increased revenue growth from $2B to $4B. She built and led a global shared services organization and developed a 3-year roadmap, resulting in $8M in cost savings.

Tina is known for building high-performance, deeply engaged teams in the most demanding environments. She achieved zero voluntary attrition across a 200+ person global transformation team, established shared services organizations, and consistently turns team resistance into alignment through transparency, trust, and accountability. Her leadership has been recognized, including an invitation to present at Oracle OpenWorld on enterprise transformation.

With unique leadership talents that drive transformational change across both systems and people, Tina combines execution discipline—LEAN, automation, AI, and operating model redesign—with a distinctive ability to align stakeholders, shift culture, and sustain momentum. The result is transformation and durable, measurable performance improvement.

Tina holds a Bachelor of Science in Computer Science from Virginia Polytechnic Institute and State University. She is deeply committed to developing the next generation of leaders and has founded leadership development programs that reach hundreds of professionals, served as a long-standing executive mentor, and co-founded a nonprofit supporting youth development through education and athletics. Grounded by family and energized by building winning teams, Tina brings clarity and purpose to every organization she serves.

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