

Bry Pardoe, Executive Director, CODE PA:

Bry Pardoe was appointed Executive Director of the Commonwealth Office of Digital Experience (CODE PA) effective May 15, 2023. Under Pardoe's leadership, CODE PA will work closely with the Office of Administration and the Governor's Office to infuse new energy and resources into ongoing customer service transformation efforts, and lead high-priority projects to improve digital experiences for Pennsylvanians.

Pardoe has served as the Director of Web and Digital Experience at Main Line Health since 2021, where she focused on efforts to improve website accessibility and make it easier to find and schedule an appointment with a provider. She also selected and implemented an API-driven SMS texting solution for appointment reminders that drove down no-shows across the enterprise by 15% in the first month of implementation. Prior to this, she worked for Geisinger as a Digital Marketing Strategist and was promoted to Digital Product Manager and later Director of Digital Engagement. At Geisinger, Pardoe led the enterprise selection and implementation of CRM and texting solutions, while building out a fully insourced digital marketing team. Pardoe started her digital experience career at Lycoming Engines in 2015, where she led a complete rebranding of the company's logo, website, and sales collateral.

