

# Wendy Sellers

THE HR LADY® | THOUGHT LEADER, KEYNOTE SPEAKER, ADVISOR, AUTHOR

[WWW.THEHRLADY.COM](http://WWW.THEHRLADY.COM)

[WENDY@THEHRLADY.COM](mailto:WENDY@THEHRLADY.COM)

407.493.1582

Wendy has over 25 years' experience in HR, change management, recruiting, operations, strategy, and leadership development in all size businesses (local startup to global enterprise) in a wide variety of industries and lifecycles. She has a proven record of developing high performing teams while successfully managing and restructuring a company's Human Resources, Operations and Leadership functions by working on every aspect of the employee-employer relationship. Industries include higher education, healthcare, construction, engineering, manufacturing, utilities, public safety, information technology and telecommunications, legal, state and county agencies, entrepreneurs, and non-profits.

While she is not looking to make history, she desires to be the change she wants to see in this world. She says, "I speak up and challenge the status quo. I ask controversial questions". She has helped hundreds of leaders increase organizational productivity, leading to increased profits, and a strong bottom line.

When Wendy says, "Suck It Up, Buttercup", this means you are about to hear all the facts, proposed solutions, and possible consequences of your actions or inactions. Yes, this information may be emotionally painful to hear but in order to do the right thing we must look at every angle together. There is never a hidden agenda. Her focus is on your bottom line.

Wendy's business experience is real and was very painful to achieve. Her pain is your gain! Let's get to work and dare we say; we just might have some fun along the way. The HR Lady is passionate about educating others on leadership and "HR Reality".

## Speaker Samples:

- Florida Entrepreneur Success Network, Event Speaker 2021
- Florida Transportation Builders Association, Conference Speaker 2020, Webinar Series 2021
- Multiple HR Association Educational Events, 2018 - 2021
- Disrupt HR Gainesville, Founder / Speaker 2019, 2020
- UF Inspiring Women's Conference 2019
- Early Learning Coalition of Orange County Leadership Conference, 2019 and 2021
- Leadership Suwanee, Speaker 2019
- UCF College of Business, Keynote 2018
- FI Tax Collectors Conference, 2019
- Go for the Greens, 2019
- HR Florida Conference 2015, 2016, 2017, 2018, 2019
- CareerSource Florida Workforce Development Summit, 2016, 2017
- Disrupt HR Orlando, Speaker 2017, 2019
- World at Works, National Total Rewards Conference 2015 and 2019
- Flagler County Thrive Business Summit, Keynote 2017
- CareerSource Polk Roundtables; Keynote at Annual Conference

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## RESUME

Strategic leadership coach with a strong ability to identify inefficiencies and create solutions. Areas of expertise include:

- ◆ Organizational Culture Assessment and Strategy Development
- ◆ Policies and Procedures, HR Compliance, HRIS Implementation
- ◆ Employee Relations and Communication Strategies
- ◆ Leadership Development
- ◆ Recruiting, Succession Planning
- ◆ Performance Metrics and Accountability
- ◆ Corporate Culture and Change Management
- ◆ Organizational Restructuring
- ◆ Compensation Strategies/ Surveys
- ◆ Employee and Board Member Engagement Initiatives
- ◆ Personality Styles/ Attributes Training

## AWARDS / RECOGNITIONS

- ◆ Named A Most Inclusive HR Influencer in 2019, 2020, 2021 #HRInfluencersIncluded
- ◆ Orlando Business Journal 2017, Corporate Philanthropy Award Honoree
- ◆ Named HR Superstar 2015 by HRO Magazine

## EDUCATION & CERTIFICATIONS

- ◆ Master's degree in Human Resources Administration
- ◆ Master's degree in Health Care Administration
- ◆ Senior Professional in Human Resources (SPHR) Certification
- ◆ SHRM Senior Certified Professional (SHRM-SCP) Certification
- ◆ SHRM Foundation's Veterans at Work Certificate
- ◆ Internal Investigations Certification
- ◆ Florida Health and Life 2-15 license
- ◆ Dale Carnegie program graduate

## PUBLISHED AUTHOR

- ◆ Suck It Up Buttercup – Be a Leader People Will Follow (2018, Book)
- ◆ The A\*\*hole Whisperer – Deal with Crappy Leaders and Jerks at Work (2019, Book)
- ◆ Company Culture Is Key To Success: 5 Reasons Why It Matters (2021, Booklet)

## MEMBERSHIPS

**MEMBER /SUPPORTER OF:** BIO FLORIDA INC, FLORIDA MAKES, UNITED WAY, VETERANS AT WORK, CAMARADERIE FOUNDATION (VETERANS), HABITAT FOR HUMANITY, DISRUPT HR AND THE MILITARY FIRE POLICE SUPPORT ASSOCIATION

## PROFESSIONAL EXPERIENCE

### **HR / Leadership Consultant, Speaker, Author**

**2018 - Present**

#### **The HR Lady, LLC.**

- ◆ Streamline operations by coaching businesses as well as operations & HR personnel through a custom-made approach that matches their HR needs.
- ◆ Work with private, public and non-profit companies in all phases of the corporate life cycle.
- ◆ Executive/ Management coach; Improve interpersonal relationships at work.
- ◆ Help clients move towards their long-term goals from growth to decline and career growth through retirement.
- ◆ Conference and event speaker; Leadership and employee development workshop facilitator.
- ◆ Adjunct Faculty at Valencia College for Continuing Education Programs (Public Safety, Manufacturing (2018, 2019, 2020) and also SHRM Human Resources Certification Prep Program (2019)
- ◆ Continuing Education Provider for University of Florida.

### **Chief Operating Officer/ HR Consultant/ Co-Owner**

**2012 - 2018**

#### **BlackRain Partners, LLC.**

- ◆ Developed short and long-term strategies and implementation for businesses through leadership and employee development, including executive and managerial coaching.
- ◆ Formed and delivered continuing education/training programs on topics such as: Emotional Intelligence and Common Sense, HR 101, Leadership/Management 101, Understanding the Multi-Generational Economy, Understanding Personality Styles to Improve Productivity, Customer Service: Internally and Externally, Non-profit Board Training and Development, and Team-building/ Relationship-Building, among other subjects.

### **Director of Human Resources**

**2011 – 2012**

#### **LMG Inc.**

- ◆ Directed the day-to-day processes of the HR Department, supporting a national employee base while preparing for organic growth & acquisitions.
- ◆ Developed a Leadership Team and lead a Process Improvement Committee which updated company processes ranging from purchasing to internal branding, job costing to software upgrades, intranet redesign to equipment purchase, and created SOPs for every department.
- ◆ Contributed to strategic business planning and execution, including the creation of company vision, mission and values; Aligned departments with their own departmental mission statements.
- ◆ Led change management initiatives and restructuring of department leadership which resulted in improved processes and communication.
- ◆ Analyzed recruiting tactics, performance management processes and improved Pay-For-Performance model.
- ◆ Conducted market analysis and re-alignment of compensation structure. Reduced

compensation costs by \$350,000 by working with leadership on a strategic re-organization and streamlined operations.

- ◆ Improved employee engagement (short term) by 30% through engagement survey, focus groups, and employee relations events and highly involved front-line managers.
- ◆ Developed and implemented warehouse supervisors training reducing high turnover, saving \$80,000 in overtime pay and contract labor.
- ◆ Executed successful recruitment program in spite a short notice, high growth period.
- ◆ Complied with OFCCP requirements and audit.
- ◆ Managed employee benefits and performed orientations. Negotiated insurance plans and retirement programs avoiding rate increases for the employee and the employer.
- ◆ My best efforts did not produce the change *claimed* to be desired at the beginning of this employment relationship – long term high employee engagement and low turnover. Why? Revenue and income for top executives remained as the top priority of this company. What I learned is while that is “ok”, it did not fit my moral code.

### **Human Resources Director, Buildings Division**

**1998-2011**

#### **EXP Global Inc. (formerly GRG and X-nth companies)**

- ◆ Developed the HR Department from the ground up starting with 60 employees in the Orlando area in 1998. By 2011, directed & organized the day-to-day operations of the HR Department, supporting over 800 multi-site U.S. & international employees; proactively ensured successful delivery of all HR programs and services.
- ◆ Implemented and coordinated successful recruitment, compensation, employee relations, benefits, employee development, and HR compliance programs in a cost-effective manner.
- ◆ Reduced annual administration cost by \$110,000 through restructuring.
- ◆ Saved \$850,000 in annual benefit costs via medical plan redesign and changing carriers.
- ◆ Transferred 100% of liability to authorized third party fiduciary advisor which completely mitigated 401k plan administration risk.
- ◆ Minimized recruiting costs by 20% through improving quality of leadership development & appraisal processes. Reduced the value of time spent in hiring process by \$100,000.
- ◆ Developed and implemented Wage Matrix compensation structure guidelines for all levels of company, including short term incentives.
- ◆ Reduced voluntary turnover from 19.50% in 2007 to 8.74% in 2010. Improved employee engagement by 21% through employee focus groups.
- ◆ Awarded “Top Company to Work For” over multiple years and in multiple geographic regions through high employee satisfaction ratings, innovative perks and benefits.
- ◆ Developed long-term relationship based national college recruiting program with high success ratio that continues today.

#### **Previous Experience:**

- ◆ CVS Store Manager
- ◆ Restaurant Assistant Manager
- ◆ Home Health Aide