

Wendy Sellers

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

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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 & municipal, 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".

Wendy is a strategic leadership coach with a strong ability to identify inefficiencies and create solutions.

Areas of expertise include:

- ◆ Manager Training
- ◆ 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

Wendy Sellers, The HR Lady®

EDUCATION & CERTIFICATIONS

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

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

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)

SPEAKER SAMPLES

- National Association of the Remodeling Industry 2022
- Illinois School Nutrition Association 2022
- Hacking HR Global Conference Speaker, Panelist and Volunteer 2021, 2022
- AAPPSPA | Speech-Language Pathology and Audiology | Conference 2020, 2021
- Fabricators Conference, hosted by Chelsea Building Products 2020, 2022
- Florida Entrepreneur Success Network, Panelist/ Host 2021, 2022
- Florida Transportation Builders Association, DOT Conference & Trainings 2021
- HR Talk! Podcast 2018 - current
- Disrupt HR Orlando, Gainesville and Daytona FL (2018, 2019, 2020)
- Early Learning Coalition - Business 2019, 2020, 2021
- ChildSavers Business Conference – 2020
- HR Florida Conference 2015-2020, Jacksonville & Space Coast SHRM Annual Conferences
- UF Inspiring Women Leaders Conference 2019
- Rollins College Student HR Conference 2019
- Go for the Greens Conference at Disney, 2019
- Ignite Strategic Growth, Small Business Leadership Conference, Orlando 2019
- Leadership Seminole, 2015-2018 and Leadership Suwannee, 2019
- FL Tax Collectors Conference, 2019
- Grainger Leadership Conference 2019
- Lake-Sumter Medical Society 2019
- United Way NCF Small Business Summit 2019
- World at Works, Total Rewards Conference 2015 & 2019
- UCF College of Business, Keynote 2018
- Medical All Stars, Florida Expo 2018 & 2019
- CareerSource Florida Workforce Development Summit, 2016, 2017 & Polk Conference 2019

Wendy Sellers, The HR Lady®

PROFESSIONAL EXPERIENCE

HR / Leadership Consultant, Speaker, Author, Sole Owner

2018 - Present

The HR Lady, LLC.

- ◆ Work with owners and managers of companies in all phases of the corporate life cycle.
- ◆ The main focus of The HR Lady® is training supervisors, managers, directors and owners on how to truly manage and lead employees in today's every changing, employee driven world.
- ◆ Another focus is as a practical business and HR consultant, advisor, and coach.
- ◆ Additionally, clients outsource special projects such as: recruiting, development of employee-based committees, compensation studies, DiSC personality assessments, HR audits, policy development and other change management initiatives.
- ◆ Streamline operations by coaching businesses as well as operations & HR personnel through a custom-made approach that matches their HR needs.
- ◆ Management coach to improve interpersonal relationships at work.
- ◆ Conference and event speaker; Leadership and employee development interactive workshop facilitator.
- ◆ Adjunct Faculty at Valencia College for Continuing Education Programs - Public Safety & Manufacturing (2018, 2019, 2020); SHRM Human Resources Certification Prep Program (2019); Continuing Education Provider for University of Florida (2019/ 2020).

Chief Operating Officer/ HR Consultant/ Co-Owner

2012 - 2018

BlackRain Partners, LLC.

- ◆ Developed short and long-term strategies and implementation for businesses through HR advisory services, leadership training and employee development as well as 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.
- ◆ Managed internal staff and consultants.
- ◆ Previously, sole owner and consultant of HR Business Partner Group; business was booming and I joined forces with BlackRain Partners!

Director of Human Resources

2011 – 2012

Tech Firm

- ◆ Directed the day-to-day processes of the HR Department, supporting a national employee base while preparing for organic growth & acquisitions.
- ◆ Analyzed recruiting tactics, performance management processes and Pay-For-Performance model. Conducted market analysis and re-alignment of compensation structure resulting in a reduction of \$350,000 during a strategic re-organization with

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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.
- ◆ Complied with a successful OFCCP requirements and audit.

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

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