

**Wendy Sellers**  
**THE HR LADY®**  
[www.thehrlady.com](http://www.thehrlady.com)  
[wendy@thehrlady.com](mailto:wendy@thehrlady.com)  
**407.493.1582 call or text**

**Bio:** Wendy Sellers (She/Her), known as “The HR Lady®”, is an involved business partner who understands your current culture and desired culture and then helps you build HR policy and practices, employee training, and management workshops around your unique environment and goals. She is a thought leader, keynote speaker, trainer, advisor, and author.



As a professional tossed into HR without a plan, she learned all this the hard way and it was painful. She is authentic and transparent and above all, she keeps it real. There is never any sugar coating or a hidden agenda.

Why? Listen, people ARE a profit center which makes them your greatest asset but only when led successfully and treated right. That means training and empowering managers, supervisors, and employees to be successful in their roles. Wendy trains administrators on HR compliance and managers on the rest: the people part, from hiring to termination.

While she is not looking to make history, she desires to be the change she wants to see in this world. 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.

She has over 25 years of experience in HR operations, downsizing, change management, strategy, corporate culture, remote workplaces as well as in person, coaching, supervisor & manager training, and leadership development in all-size businesses (local startups to global enterprises) in a wide variety of industries including healthcare, dental, professional services, technology, manufacturing, construction, engineering, higher education, federal contractors, public safety, non-profit and government agencies (to name a few).

In addition to her formal education (Master's in Human Resources, and Master's in Health Care Administration), Wendy has achieved senior certifications under HRCI and SHRM, became a Certified Internal Investigation Administrator, a DiSC certified personality style trainer, health/life insurance licensed, a Dale Carnegie course graduate, and is also an active and past board member and volunteer for multiple non-profits.

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.

# WENDY SELLERS, THE HR LADY®

THOUGHT LEADER, KEYNOTE SPEAKER, TRAINER, ADVISOR, AUTHOR

Wendy is a strategic leadership advisor, coach, and trainer with a strong ability to identify inefficiencies and create solutions. The HR Lady® is Realistic, Honest, and Reliable.

## 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 Initiative

## 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 - English, Spanish)
- ◆ The A\*\*hole Whisperer – Deal with Crappy Leaders & Jerks at Work (2019, Book - English, Spanish)
- ◆ Company Culture Is Key To Success: 5 Reasons Why It Matters (2021, Booklet)

## MEMBERSHIPS

### MEMBER /SUPPORTER OF:

- ◆ Disrupt HR
- ◆ Bio Florida Inc.
- ◆ Florida Makes
- ◆ United Way
- ◆ HRCI
- ◆ SHRM
- ◆ Veterans at Work
- ◆ Camaraderie Foundation (Veterans)
- ◆ Four Block (Veterans)
- ◆ Habitat For Humanity
- ◆ Homelessness Initiatives
- ◆ The Military Fire Police Support Association

# Wendy Sellers, The HR Lady®

## SPEAKER EXPERIENCE 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 2019, 2022

## 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 focus of The HR Lady® is training supervisors, managers, directors, and owners on how to truly manage and lead employees in today's 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.

## Wendy Sellers, The HR Lady®

- ◆ 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 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.

## Wendy Sellers, The HR Lady®

- ◆ 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