
Head of Wellness

Placing The Employee Experience At The Center of Everything We Do

My passion lies in helping create an organization that can pivot quickly in response to ever-changing market conditions with equitable growth opportunities for all by placing the employee experience at the heart of everything we do. And that starts with an employee's health and well-being. As Head of Wellness, I will create and maintain a system-wide culture of wellness by promoting, supporting, and advocating for staff well-being through connected programs with measurable results. Talent for building and maintaining positive and cooperative working relationships with coworkers, vendors, executive teams, and board members. Experience in multi-faceted roles within B2B, technology, cybersecurity, sports, wellness, start-ups, hospitality, franchising, SaaS, QSR, retail, real estate, global payments, and automotive sector(s) lends itself to connecting the dots for change management and successful business transformation. Certified in Project Management and Business Analysis, Wellness Coach, Nutrition Coach, Personal Trainer, and IRONMAN Coach.

Outside of Work

This year, I proudly joined a select group of athletes from around the world on TEAM IMF to support the mission of the IRONMAN Foundation. Together, we share a passion for creating positive, tangible change in our race communities and proving that "Anything Is Possible" as I train for my first 140.6-mile triathlon, IRONMAN Florida, consisting of a 2.4-mile swim, 112-mile bike ride, and 26.2-mile run. In 2021, the IRONMAN Foundation distributed more than \$2.1 million to 1,500 organizations worldwide. \$100 could mean bikes for several kids, money that helps keep a community center pool open, or supporting diversity in sports through initiatives like Women For Tri. Completed first 70.3 IRONMAN triathlon (1.2-mile swim, 56-mile ride, and 13.1-mile run) in 6:24 in 2021.

Setbacks are part of life, and many athletes, including myself, face detrimental setbacks that can negatively impact performance, psyche, and overall character if you let them. Despite delayed races and serious injuries like a broken elbow due to being hit by a car while running, I stayed committed to training in 2022, logging over 1,130 hours as I swam 329,000+ yards, cycled 8,000+ miles, and ran 1,903+ miles, making me a top 1% Strava athlete and Level 37 on Zwift.

Top age group athlete in road race distances ranging from 5K(s) to Marathons. Kicked off 2023 with a Boston Marathon Qualifying marathon with a time of 3:43:17. Member of The PAC endurance racing team and Atlanta Track Club Masters. Native to Latvia and speak Russian. Certified scuba diver. Love dogs.

Key Accomplishments

- ❖ Designed and delivered a comprehensive executive-level monthly report across a matrixed environment, transforming culture by generating team member spotlight stories, celebrations, service anniversaries, and monthly business performance snapshots.
- ❖ Defined, drove, and improved processes around recurring "rhythm of the business" initiatives, including staff meetings, leadership off-sites, all-hands meetings, and strategic planning.
- ❖ Executed and administered employee community advocacy programs for several organizations, including a multi-million dollar corporation, building relationships with 10+ unique nonprofits across the city of Atlanta and galvanizing volunteerism, sustainability, and people-driven community service.
- ❖ Improved culture, engagement, and ROI through the successful launch of an employee corporate gift(s) program and an on and off-boarding initiative(s) centered on the employee experience, resulting in 100% participation in the annual employee engagement survey at Cox Automotive.
- ❖ Managed multi-million dollar new space build-out project for 100+ employees, collaborating with internal facilities, IT, security, enterprise network, and voice services teams on successful execution, including implementing stand-up desks for 100+ employees.
- ❖ Partnered with UAW-GM to drive operational efficiency, health, and safety within the plants, resulting in a 70% increase in the employee participation rate of new ideas through a digital vendor offerings program that tiered vendors in a program called UAW-GM Suggestion Plan.

- ❖ Worked with my son's public elementary school in Cherokee County, GA, to institutionalize the first lunch bunch program to help children born on the Autism Spectrum with social skills while providing a quiet environment to eat lunch in.
- ❖ Led a digital-first campaign to support Movember that resulted in nearly 100% employee participation as we raised \$1,200 across our geographically dispersed team to raise awareness for men's health during tenure at Cox Automotive.
- ❖ Led inclusion and diversity efforts for a multi-million dollar corporation. Highlights include advocating for the first mother's room and transgender restroom.
- ❖ Executed multi-day offsite meetings, including designing master agenda and slides, sourcing venues, lodging, transportation, and arranging for special guest appearances, including a conference with a \$250K budget for 500+ attendees, resulting in 90% delegate satisfaction.

Professional Experience

Insight Global, Atlanta, GA, January 2022 - June 2022 (Contract)

Communications Manager

Communications strategy, program design/development, and project management for the IT Operations Leadership team of the world's largest satellite television provider as they forge ahead to be a standalone organization. Deliverables include Internal communications and creative materials to align, mobilize and engage employees behind the strategy. Fostered a collaborative, remote environment leveraging technology including Microsoft Teams, SharePoint, Workplace, and Canva

#goatmatters, Atlanta, GA, May 2018 – current

Founder

Launched my own consulting business to support the mission, strategic planning, and operational efforts of organizations through the development of comprehensive digital marketing and communication plans, shaping brand perception and awareness, increasing site traffic, and fueling business growth utilizing digital marketing and social campaigns.

Elavon, Atlanta, GA, March 2020 - October 2020

Strategic Business Partner to the President, North America

Provided consultative leadership and support for overall integration of strategic objectives and policies. Executed bi-weekly town hall meetings for live broadcast across geographically diverse teams, utilizing WebEx, during COVID-19 pandemic restrictions to ensure continued business function.

Cox Automotive, Atlanta, GA, October 2014 – May 2018

Senior Executive Assistant and Communications Manager, Office of the Group President (Self-Created Role)

Led all organizational operations, communications, CSR, and day-to-day management of personal & business affairs for the President of RMS Automotive. Demonstrated entrepreneurial drive with excellent collaboration, consensus building, communications, and process improvement skills. Nurtured distinctive culture from the ground up while enhancing operational excellence, resulting in increased brand growth and revenue. Managed a \$250K budget and engagement activities to bolster employee effectiveness.

FOCUS Brands, Atlanta, GA, January 2014 - August 2014

Senior Executive Assistant to Chief Supply Chain Officer

Collaborated with CSCO on all strategic projects, learning first-hand about the intricacies of commodities market outlook and the direct impact of fluctuating prices on the food supply chain for quick-service restaurants. Led resource allocation, administrative workload, and scheduling management for high-volume executive until the position was eliminated due to restructuring of the supply chain model.

Intercontinental Hotels Group (IHG) Atlanta, GA, January 2009 – August 2013

Senior Executive Assistant to Global Chief Brands Officer

Entrusted with sensitive information and placed on the inside trading List of this \$64B organization, I facilitated smooth execution of day-to-day activities for GCBO, including calendar administration of personal and professional appointments, complex overseas travel itineraries, visa applications. I led personal branding as a publicist, orchestrating all speaking engagements and book printing, selling, and signing. Effectively managed diverse assignments and responsibilities from GCBO, Board members, and senior executive teams with conflicting demands on time and attention, and set priorities to reach successful and mutually agreeable timelines. Prioritized focus on bolstering engagement across global hotel guests and franchise owners as customers, while expanding genuine employee engagement.

Additional Experience: Over a decade of experience in multi-faceted Marketing and Sales roles within numerous industries, including Automotive, where I worked directly with OEMs, Tier One Suppliers, Aftermarket, Wholesale Used Car Marketplace, and the UAW-GM.

Education and Credentials

Bachelor of Business Administration in Marketing, Davenport University, Dearborn, MI

Certifications

PMI Professional in Business Analysis (PMI-PBA)

Certified Associate in Project Management (CAPM), Project Management Institute (PMI)

Introduction to Risk Management, University of California, Irvine

Fundamentals of Digital Marketing, Google Digital Garage

Introduction to Artificial Intelligence, IBM

IRONMAN Certified Coach, IRONMAN Group

Certified Wellness Coach, Nutrition Coach and Personal Trainer, National Academy of Sports Medicine (NASM)

Website Design and Hosting, GoDaddy Pro

Content Marketing, HubSpot

Public Relations: Best Practices and Ethics, Alison

Technical Expertise

Remote Collaboration:	Zoom, Skype, Dropbox, Basecamp, SharePoint, WebEx, Google, Microsoft Teams, Slack, ServiceNow, Jive Software, Yammer, Workplace, Duo
CRM:	Salesforce, HubSpot
Document Creation:	Microsoft Office, Google Enterprise, Apple, Visio, Canva, and Docusign
Digital Marketing:	Canva, Adobe, Cvent, GoDaddy, Mailchimp, Social Media, ASI Central, WordPress
Publishing Platforms:	Apple News, Kindle, Google News, Flipboard, Scrib, Medium, Thrive Global
Expense and Travel Mgmt:	Concur, American Express
A/P and A/R:	Oracle PeopleSoft

#Giveback Highlights

- ❖ Develop and implement healthy lifestyle programming for It's a Military Life's non-profit organization's program for military children, teens, and families.
- ❖ Foster failure with Angels Among Us.
- ❖ Raised funds for Girls on the Run through the training and completion of my first full marathon.
- ❖ Spearheaded an event for a nonprofit organization, STANDUP For Kids, which is working to end the cycle of youth homelessness. Personally coordinated the event with the SUFK staff, managed participation of the IHG team, and secured boxes and boxes of clothing and supplies, successfully soliciting donations from Chick-fil-A, Corner Bakery, and Communicorp.
- ❖ Managed over a dozen events to feed 170+ families at the Atlanta Ronald McDonald House, which included menu planning, logistics, and sourcing volunteers during my tenure at Cox Automotive.
- ❖ Initiated an event with Children's Healthcare of Atlanta in which I managed the participation of the IHG team to clean and restock "The Zone" and serve coffee and breakfast to parents, doctors, and staff.
- ❖ Orchestrated a coloring book drive for Winship Cancer Institute of Emory patients.