

STACIE BAIRD

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Executive leader in Human Resources focused on the employee journey and experience that drives greater performance for highly aligned and purpose-based organizations. Leading national and international teams across Fortune 50 to explosive growth start-ups while delivering on high value KPIs for the business.

EXPERTISE

- **Talent Acquisition:** Built and deployed Talent Acquisition, Employment Branding and Employee Experience strategies for Global Brands while deploying Talent Operations functions to centralize and prioritize sourcing and CRM capabilities across the enterprise
- **Analytics/Metrics:** Considered SME for knowledge in metrics, dashboards and reporting for multiple goal formats including KPIs and 4DX
- **Diversity, Equity and Inclusion:** Collaborated with multiple teams to design and implement unique DEI&B programs while integrating learning around bias throughout the employee journey for leadership and team and evolving talent acquisition for greater inclusion and reduction of bias.
- **Total Rewards:** Re-defined Total Compensation and overall rewards programs across global organizations including incentive plans and salary structures.
- **Distributed Workforce:** Deep experience building and growing remote/distributed high performance teams on a global level
- **Employee Relations:** Developed solutions to track, analyze and develop solutions for employee relations patterns and challenges
- **Leadership Development:** Developed, documented, socialized and implemented new Leadership Development programs both as internal programs and as an external Coach and Consultant. Programs targeted based on data related to employee relations, exit, and engagement surveys focused on increasing trust at all levels of the organization.
- **Global Experience:** International responsibility and Global Leadership at Caremark, iQor, Merz, and multiple consulting engagements inclusive of LATM, APAC, EU, and all of NA
- **Organizational Health:** Deployed Organizational Health and Wellbeing programs in conjunction with brokers, carriers, Marketing, and technology tools
- **Tech and Optimization:** Project managed large-scale technology, operational and people projects for high growth, Fortune 50, Non-profit and municipality functions (lead a large workforce initiative for Sheriff Penzone as a consultant and clients have included government agencies as well as educational institutions)

EXPERIENCE

Universal Technical Institute (2020-Present)

Vice President, Human Resource Centers of Excellence

Leading restructure of Talent, Talent Operation, Total Rewards, DEI and Data/Tech functions to prepare and begin organic and acquisition-based scaling. Traded on NYSE and building both organic growth through new campus locations and large-scale acquisition activity. Directly lead national team of 20 with indirect leadership across the system related to People projects.

- Developed and deployed M&A playbook for all people-related aspects and lead workstream for multiple diligence and integration teams
- PMO for all people-related change initiatives with the Office of Transformation and Strategy and leading Directors within specific HR verticals across Centers of Excellence:
 - Define, Deploy and Drive Diversity, Equity and Inclusion programming/engagement and overall strategy from the Board of Directors, through Senior Leadership Team, across distributed workforce, to campus staff including student engagement and development. 94% positive impact scoring on deployment across all levels with 20-42% migration to greater diversity metrics across AAP.
 - Deployed new talent acquisition strategy built to scale across multiple verticals while delivering immediate results in filling 1000+ requisitions in 2021. Building and driving a strong Talent Acquisition engine including re-structure of the function into central Recruitment Operations, Sourcing, Recruitment including defining and deploying KPI's to reduce time to fill by greater than 80% in 18 months
 - Re-structure and deploy new Health and Wellness from the ground up including new offering, vendors, technology platform, integrations, data/analytics, vendor selection, deployment and content for all wellness and communications. Reduced fix cost for renewal by 10%,
 - Build and deploy targeted internal communication strategy and engagement across the enterprise via wellness platform and customized content resulting in an increase of employee engagement and click-through by more than 80% and full program engagement of program to 65% across all populations
 - Restructure Total Rewards team, redefine compensation analysis and integrate technology for greater data and visibility and drive greater equity across the organization to increase talent retention and performance
 - Advise and lead project teams for HRIS/ATS/BenefitsAdmin/Learning Systems over 18 months to map technology footprint, data fidelity and dashboarding functions.
 - Learning and Development: Developed, documented, socialized and implemented new Leadership and Organizational Development programs both as internal programs and as an external Coach and Consultant. Programs targeted based on data related to employee relations, exit, and engagement surveys focused on increasing trust at all levels of the organization.

Meraki Culture/Lead with Trust/Execute to Win (Intermittent consulting; FTE engagements 2019-2020)

Consulting project work between leadership roles or post M&A with clients including: Great Hearts Academy, various PE portfolios, Carvana, Chicanos Por La Causa, Qwaltec, Juul Laboratories, Medtran Globals, etc.

Consulting work includes:

- Optimizing and building a Talent Acquisition and Employee Journey strategies
- Succession planning as an extension of org design/development
- Developing and deploying full DE&I programs and integrate learning into the employee journey
- Define and lead projects to enhance retention including Total Reward and Wellness
- HRIS and tech selection and deployment
- Deploy remote workforce strategy
- Executive leadership coaching
- Customized leadership development programs

Campuslogic (2017-2019)- SAAS/EdTech/Fintech

Chief People Officer-2 VC/PE funding rounds, 40% growth YoY

Lead people function as a member of the executive team. The main areas of project focus were on high-growth challenges to build a strong people operations foundation:

- Completed technology optimization building foundation for growth
- Lead all things "People" from process to execution
- Defined a talent acquisition strategy and employment brand (#Oneofakindness)
- Deployed people metrics and dashboard development for OKRs
- Ran HR team on a lean sprint methodology
- Launched primary leadership development program
- Managed board relations and all executive coaching
- Established total comp and rewards including wellness programming
- Drove eNPS and revenue per FTE metrics as primary OKRs

Ulthera/Merz (2011-2016)- Global Medical Device across 42 markets

VP of HR

Growth from 40-3000+ Global FTE

IPO Prep, M&A, VC and PE Funded, 40% growth YoY

Oversight of global HR function as a member of the Executive team including internal and customer learning as well as the risk management portfolio. Major project highlights included:

- Highest talent retention and attraction in Aesthetic Medical Device/Pharma industry by deploying Recruitment Operations function centrally and market-based talent strategies for ongoing and new growth requirements
- Lead Global Talent team across all markets
- Award winning values-based culture
- Diversification of leadership team and inclusion-based leadership development program
- Implementation of coaching-based feedback vs traditional performance mgmt.

- Board recruitment and engagement program
- Published wellness program in collaboration with OC Tanner technology platform resulted in flat health insurance renewals from 2011-2014
- Lead People Ops integration with Germany HQ post-acquisition and all M&A workstreams for centralized entity
- Drive board metrics for engagement/alignment, retention, cost per hire and leadership effectiveness as well as customer on-boarding window

Southwest Network (2008-2011) - Behavioral Health Non-Profit

VP of HR (Including Marketing and Communications)

Growth from 42 to 1200+ FTE

M&A, 60% growth YoY, Fundraising, Workforce Chair for BOD

- Drove national talent acquisition and talent operations leading the distributed team and building metrics-based planning and dashboards
- Member of the Executive team and BOD, lead growth of employee base from 42 to 1200+ through organic growth and clinic acquisition strategy.
- Lead Marketing and Communications function as well as Risk Management portfolio.
- Complex business model integrating multiple acquisitions, inheriting employee relations escalations, and resolving internal conflict
- Responsible to drive down turnover at acquisition and overall engagement. P
- Assumed responsibilities to Senior Director who was ready to take on the role as organization stabilized and growth plans reduced.

iQor (2006-2008) - International Fintech

VP of HR

Growth from 1000-3500 FTE

Innovation, 50% growth YoY, International Risk and Talent

Lead international talent acquisition strategy and 15-person team through hyper-growth phase for the organization based out of Phoenix, AZ. Sold to large Global entity requiring closure of Phoenix office and exit.

CVS-Caremark (2001-2006)- Fortune 50 PBM

Global Head, Recruiting and Employment Brand

Lead Global Recruiting team of 180+

- Managed 5M+ Recruiting budget
- Project Lead for contingent labor restructure
- Project Lead for HRIS/ATS integration and on-boarding platform build out
- Responsible for production of 80 recruiters in 60+ markets
- Reduced cost per hire by 32% in the first 24 months

Other positions of note:

ArcSight High Growth Tech, Sunnyvale, CA

Robert Half, Agency recruiting

St. Vincent's Hospital Head of Residency Recruitment

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EDUCATION

BACHELOR OF SCIENCE IN CHEMISTRY, BUTLER UNIVERSITY

CERTIFICATE, BEHAVIORAL ECONOMICS

SPHR, HRCI (HELD FOR 10+ YEARS AND INCLUDES SERVICE ON AZSHRM AND OTHER HR BOARDS)

SKILLS

- M&A and high growth
- Leadership development
- Talent acquisition and brand strategy
- Lean methodology
- Total comp and rewards
- Diversity, Equity and Inclusion
- Org development and design
- Employee experience architecture
- Metrics and dashboards
- Goal Setting, OKRs
- Benefits and wellness program design
- Internal communications

ACTIVITIES

Passionate about contributing in a meaningful way to youth/foster care kiddos and have held both board and direct leadership roles for multiple non-profits. Animal charity involvement through Rescue and Human Society outreach programs.