

23<sup>rd</sup> October, 2019

**For Immediate Media Release**

**Saint Gallen, Switzerland – Washington D.C., The United States of America**

The Institute for Academic Management (IAM) Ltd., is pleased to inform you that Dr. Ronda Sheffield will be joining us in the capacity of an Expert Workshop Moderator, for the Inaugural IAM-USA Dual Education Symposium, scheduled for March 25<sup>th</sup>-28<sup>th</sup>, 2020 at the Trump National Doral, in Miami, Florida USA.

Ronda has over twenty years' experience in various human resources leadership roles for diverse organizations. As a Human Resources Executive/Leader for numerous companies, Ronda has helped to accelerate HR transformation through leadership, differentiated talent models, attracting and developing the best talent and building a culture of engagement, agility and innovation. Under Ronda's leadership companies have instituted ground-breaking solutions for optimizing global workforce outcomes through talent analytics and data, with special emphasis on predictive analytics as a cornerstone for managing human resources. In her over 20 years in HR, Ronda has had extensive experience leading organizational transformations.

Ronda graduated from University of West Georgia with a Bachelor of Science in Criminal Justice, a Master of Art in Sociology. She also obtained a PhD in Psychology from Georgia State University. She is a certified facilitator for the Benchmark 360 assessment by the Center for Creative Leadership and is a qualified facilitator for the Myers-Briggs Type Indicator (MBTI) and HOGAN Assessment. Ronda sits on the board of directors for the University of West Georgia, sits on the Advisory Board for Joyable, is a member of SHRM Atlanta, a member of Human Resources People and Strategy (HRPS), a member of Human Resource Leadership Forum, and is a past board member of the Hawks Atlanta Diversity and Inclusion. Ronda has also been a speaker, regarding HR trends and best practices, at numerous HR forums and conventions.

Ronda lives in Atlanta, Georgia with her husband Dr. Marcus E Brooks, her two sons (ages 22 and 17) and her 104 year old grandmother.

Thank you, Dr. Sheffield, the Institute for Academic Management is both honored and privileged to share this experience with you.

Sincerely,

Dr. Myrtle P. Alexander – Founder & CEO

**About the IAM: Our Mission:** To provide a platform for all students, with an emphasis placed on disadvantaged and underrepresented young citizens, to receive first class academic, vocational and professional services, to enable a smooth and successful transition from the sphere of school into the world of work.

*"Upon the subject of education...I can only say that I view it as the most important subject which we as a people may be engaged in." Abraham Lincoln 16th President of the United States of America*



Ronda Sheffield. Ph.D.