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Human Resources Executive

Builder of High-Performance Culture

Commercial Mindset, Action Oriented

20+ years of experience. Senior leader of all Human Resource functions recognized for providing innovative solutions to complex business challenges. Functions as a **business partner** and **consultant to the C-Suite**. Extensive experience **leading teams toward excellence** across **multiple business verticals** including Manufacturing, Healthcare, CPG, Professional Services and Sales. **Multi-state and international experience**, from **commissioning new locations** for a family-owned business to **scaling large global organizations**. Tackles change management with gusto and achieves **outstanding business outcomes** and **employee engagement ratings**.

CORE COMPETENCIES

- Organizational Design & Effectiveness
- Performance Management
- Talent Acquisition & Workforce Development
- Employee Relations
- HR Business Partner
- Systems (ADP, UKG)
- Culture & Engagement
- Operational Excellence
- Compensation & Benefits
- Innovation & Intrapreneurship
- Leadership Coaching
- Change Management & Project Execution

PROFESSIONAL EXPERIENCE AND IMPACT

Founder and President | Illuminate Consulting, LLC | 04/2025 - Present

- Provides Scalable Fractional CHRO/HR support and systems to business owners and CEOs allowing them to focus on building and leading their business

Director of HR Operations and Compliance | Sierra Nevada Brewing Co. | Mills River, NC & Chico, CA | 04/2023-02/2025

- Delivers business objectives through the strategic design, management and delivery of **Total Rewards**: Compensation, Benefits, Perks, Wellbeing; **HRIS** and **HR Systems**; **Compliance** and **Employment Law**; **Leaves** and Accommodations; **Payroll**, **Records** and **Government Reporting**; and **Employee Engagement** Initiatives
- **1100+ employee, multi-state organization** with NC and CA sites and remote sales workforce across **38 states**
- Successful redesign and branding of **Total Rewards Program** to improve retention and applicant attraction
- Worked with Executive Leadership through **workforce planning** to design **5-Year Strategic Plan**
- Launched company-wide **Employee Engagement Survey** and Microsoft Viva Glint system (ERP project); included branding, communications, events and people leader training
- Designed and launched **Total Compensation** statements
- Risk management including creating **Timekeeping Compliance Program** including **Change Management**
- Designed and Delivered Employment **Legal training for People Leaders** in NC and CA sites
- Oversight of **Group Benefits Programs** (health, dental, vision, short-term and long-term disability, life insurance, two **onsite health clinics**, FSA and 401(k) plan); Provides analysis/utilization and recommendations for benefit offerings in conjunction with brokers
- Works in conjunction with **Environmental Health and Safety** to oversees worker's compensation leaves and serves on the **Threat Assessment Team**
- Conducts meaningful measurement of programs ensuring a **return on investment**

Director of Talent Management | Sierra Nevada Brewing Co. | Mills River, NC & Chico, CA | 08/2020 - 04/2023

- Functional leader for **HR Business Partner, Talent Acquisition** and **Compensation** including all employee lifecycle functions: **Talent Acquisition, Workforce Design and Development, Succession Planning, and Performance Management**
- Conduct **Employee Relations investigations**, determine outcomes
- Redesigned company **Compensation Structure** including job descriptions, market benchmarking, established cadence for compression reviews
- Led **Shift Optimization** project to increase labor efficiencies and align shift for **Flexible Workforce**
- **Performance Management** annual cycle redesign including performance reviews, bonus and merit reviews
- Redesigned **Bonus Program** including company/department weightings and bonus-to-wage program
- Managed the HR Business Partner team which serves as **Business Consultant, Trusted Advisor and Coach** to company leaders and employees to drive performance, org design, change management and leadership capacity
- Designed and created **programs, policies, SOPs and workflows** in collaboration with stakeholders
- Translated Human Resource **metrics** to **actionable insights** for people leaders
- Created **Talent Pipeline** and revamped **employee branding/marketing** utilizing creative approaches to attracting and engaging candidates

Human Resource Manager | Sierra Nevada Brewing Co. | Mills River, NC | 12/2013 - 08/2020

- Senior HR leader for 2- year **Greenfield Project/ East Coast Brewery Commissioning** included mass volume hiring, onboarding, policy creation, and organizational design
- Introduced and implemented the HR Business Partner model
- Subsequent Progressive Roles including **HR Business Partner Manager** and **Organizational Effectiveness Manager**

District Manager | Kelly Services Inc. | Western NC | 07/2001 – 11/2013

- Held **P&L and Sales** responsibility for multiple **Fortune 500 Global Workforce Solutions** locations
- Personally sold, implemented and managed local accounts exceeding **\$10m annual sales in addition to managing corporate accounts**
- **Managed multiple locations** across WNC, TN and VA including onsite staffing partnerships locally with Mission Health System (system-wide staffing for all non-clinical positions), ThermoFisher Scientific and Jabil Healthcare (formerly Nypro)
- SE Regional site implementation for Cigna Health (Chattanooga, TN) and Sara Lee Corporation (Martinsville, VA)
- Previous roles included City Manager and Business Development Manager

Partnered Staffing Manager | Kelly Services UK Ltd. | Exeter, England UK | 06/1996 – 05/ 2001

- **International Experience** with progressive roles including Recruitment Consultant, Business Development Representative, **Contracts Manager** and Branch Manager
- Held Market **P&L** responsibility; sold, implemented and managed on-premises client HR departments and commercial branches in South West England
- **Awarded “Top Onsite Partner in the UK”** (Kelly Performance Awards) London, England

EDUCATION/CERTIFICATIONS

Senior Certified Professional (SHRM-SCP), Society of Human Resource Management

California Law Specialty, Society of Human Resource Management

Foundation Vocational Award in Employment Agency Practice, Institute of Employment Consultants, London, England

Bachelor of Science, Communications, Appalachian State University, Boone, NC

VOLUNTEER AND BOARD EXPERIENCE

President, WNC Human Resource Association (SHRM Chapter)

State Board Member (WNC Delegate), NC Society of Human Resource Management

Secretary, WNC Safety and Health School (NC Department of Labor)

Board Member, Hanger Hall School

WNC Representative, North Carolina Business Committee for Education, Office of the Governor

Presenter at Annual General Meeting in Raleigh, NC; Speaker at WNC Governor's Breakfast

Superintendent's Advisory Board, Buncombe County Public Schools

Panelist, WNC Job Seekers Conference

Governmental Affairs Task Force, Asheville Area Chamber of Commerce