



BECKY

LAKIN

PEOPLE, COMMUNITY & CULTURE LEADER with 10+ years of global, regional, and local strategy & leadership experience.

CONTACT

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EDUCATION

MASTERS

MARYLAND UNIVERSITY OF
INTEGRATIVE HEALTH

2018

BACHELORS

VIRGINIA COMMONWEALTH
UNIVERSITY

2007

CERTIFICATES

SHRM-SCP Candidate
JAN/FEB 2023

Sustainability Strategy Certificate
Arizona State University
2021

MISSION + AMBITION

I live my mission to do the most good by **empowering excellence in people, evolving inadequate systems, and proving progress toward the triple bottom line of people, planet & prosperity**. This mission invites me to reflect daily on one question: **How can I make the world better by supporting the people who make important companies possible?** I am seeking a rewarding role in an organization that aims to explore this question too – through a commitment to a people-first organization.

EXPERTISE

- Organizational Development & Design
- Human Capital Management
- Corporate Citizenship Strategy & Program Development
 - Diversity, Equity & Inclusion
 - Sustainability
- Performance Mentorship Strategy
- Learning & Development Strategy, Design, & Facilitation
- Employer & Customer Brand Strategy
- Change management
- Creative Communications
- Strategic Planning
- Public Speaking

RECENT ACCOMPLISHMENTS

- Led design of **3-year strategy for a fast-growth technology startup**, including corresponding quarterly OKR planning to create measurable progress.
- Designed, executed, and **managed company reorganization**, improving cooperation, collaboration, communication, and capacity to achieve.
- Led **3-day top leadership offsite** to teach foundational leadership skills through polarity management theory and equine engagement.
- Designed **performance mentorship program** that deployed diverse recognition types to motivate progress toward goals and operationalize company values.
- Co-led **global rebrand of Fortune 500 organization**, aligning customer and employer brand within a people-first, community-focused future.
- Created & **led global sustainability program** that activated 5000+ colleagues across 50+ countries in carbon reduction strategy.
- Created & **led first-ever global DEI program for 80,000-person multi-national**, driving gender equity in leadership positions across 109 countries.

B E C K Y L A K I N

COMMUNITY INVOLVEMENT

City of Richmond

SUSTAINABILITY CONSULTANT

MAY 2022 – DECEMBER 2022

Focused on waste mitigation strategy through the creation of a curbside composting program led by four City of Richmond Departments.

Capital Region Land Conservancy

COMMUNICATIONS & PROGRAM DESIGN

SEPTEMBER – NOVEMBER 2022

Focused on communications and community enrollment in the annual *Conservation Games*, which drives tens of thousands of dollars into the organization for land conservation actions in central Virginia.

Mindful Mornings Speaker Series

FOUNDER & GRASSROOTS ORGANIZER

DEC 2016 – JULY 2020

Created and led an 11-chapter monthly speaker series that gathered community in conversation about social and environmental justice by shining a light on local leaders, activists, and allies.

AWARDS

RVA Tech Council

INNOVATION IN COMMUNITY IMPACT

The Giving Wall; APRIL 2019

PROFESSIONAL OUTCOMES

Chief People & Culture Officer

BONFIRE | JULY 2021 – OCTOBER 2022

Executive leader at fast-growth customer merchandise tech platform that powers giving to non-profits and grassroots social impact campaigns.

- **Led 3-year strategy cycle** in collaborative approach with executives and employees. Result: vision, strategy, and OKR planning in support of values-driven leadership.
- **Created first-ever human capital strategy** to guide the People & Culture team. Result: five core people & culture dimensions, and corresponding people-first, profit-focused, planet-grounded OKRs.
- **Constructed holistic learning & development strategy.** Result: personalized structured and unstructured learning for all tiers of the organization, supported coaching, mentoring, and on-the-job training.
- **Architected compensation & benefits strategy** that aligned incentives to the actions, values, and objectives that powered the strategic plan. Result: Vendor-partner selection, pay band clarity, and whole-person benefit.
- **Created first-ever talent management strategy** to include workflows that mitigated bias, emphasized the importance of values, sought and supported employee skills and ambitions. Result: increase in both productivity and fulfillment scores.
- **Led employee engagement & communications strategies.**

KUEHNE+NAGEL | AUGUST 2018 – OCTOBER 2021

HR Global Head of DEI & Corporate Citizenship | JANUARY 2020 – OCT. 2021

Member of the Global HR Leadership Team inside the world's leading freight forwarding & logistics organization, active in 110 countries, with 83,000 employees, and a member of the Fortune 500.

- **Designed and shepherded global employee engagement survey** to surface issues, opportunities, and progress toward an equitable, inclusive, productive, and engaged company culture. Result: highest employee response rate in company history, analytics dashboard to empower interpretation and response.
- **Designed and led first global HR-led DEI program in company history**, *Balance+Belonging*, that used structural & behavioral changes along the employee journey. Result: country-led equity and inclusion ambitions, establishment of first-ever global gender equity targets.
- **Convened global committee of DEI leaders** across customer base, and global council of Kuehne+Nagel employees to jointly advocate for DEI objectives.
- **Designed and led global employee sustainability strategy**, *Blue for Green*, that engaged 5,000+ colleagues in thousands of tracked carbon avoidance and reduction actions.
- **Negotiated DEI & sustainability outcomes with members of the global Management Board**, and regional and country leadership.
- **Facilitated global DEI learning journey for colleagues across 65 nationalities** and 40 languages, that led to dedicated DEI leadership and strategies in all five Kuehne+Nagel regions.

PROFESSIONAL OUTCOMES CONT.

HR Director of Cultural Insights & Creative Communications, North America | AUGUST 2018 – JANUARY 2020

Human Resources leader in the Kuehne+Nagel North American organization – a region with 10,000+ office & warehouse employees in Canada, the United States, and Mexico.

- Co-led global rebrand of 80K-person organization to align the customer and employer brand. Directly engaging with, and influencing, the global Management Board and regional executives.
- Designed the North American corporate citizenship strategy as a customer & employee attraction and engagement initiative – that inspired the global DEI and sustainability programs later led.
- Co-created learning & development programs for employees, managers, and women leaders – and traveled within the United States facilitating short-burst, small-group sessions that drove behavioral change focused on people & performance leadership, and human & organizational communication.
- Co-led the North American expression of the global cultural change program, **Care**, through employee listening tours, learning & development, and structural change strategies.
- Facilitated culture-exchange workshops with key global clients, such as Nike.

Founder & Volunteer Director

THE GIVING WALL | DECEMBER 2018 – PRESENT

Equity-driven, bootstrapped startup founder and community leader who created a tech platform in partnership with artists, technologists, City leaders, universities, organizations, and funders that meets the urgent financial needs of neighbors living in financial crises.

- Facilitated \$170,000 in 1:1 donations to local neighbors through thegivingwall.org to date.
- Co-created thegivingwall.org from concept to completion with the help of local technologists volunteering their time toward our cause.
- Led more than 15 monthly gathering of engaged community members, convening them in conversation about how equity in Richmond can be supported by thegivingwall.org.
- Enlisted a group of 7 community organizations to join The Giving Wall in partnership – from regionally recognized nonprofits to the City of Richmond's Office of Community Wealth Building.
- Hosted a community-wide mural project with nationally known equity muralist, Hamilton Glass, and 120 volunteer members to draw community attention to our December 2018 launch.
- Raised \$100,000 in funding from the top philanthropic funders in the Richmond region to improve the givingwall.org after the year one pilot.
- Continue to manage and recruit nonprofit partners, in order to bring more neighbors in need to thegivingwall.org, and market to 'supporters' who meet these critical financial needs through monetary donation.

WELL WORK | MARCH 2017 – MARCH 2018

Created consultancy to support social-impact organizations using my experience in culture change, adult education, marketing, and multimedia communications. My clients included:

- **Medical Society of Virginia:** Annual physician summit designed to address the life-threatening issue of physician and nurse burnout and self-harm.
 - CEO, Melina Davis; 7 months
- **Richmond City Health District:** Organizational rebrand and communications strategy that centered health equity through the voices of neighbors in financial and physical need – and the designed systems of inequity throughout the Richmond region.
 - Health Director, Dr. Danny Avula; 6 months
- **Kuehne+Nagel:** Workshop facilitation throughout the United States for culture change program, **Care**.
 - Vice President of HR, Chris Buhl; 4 months

B E C K Y L A K I N

R E F E R E N C E S

JAE PAK

VP OPERATIONS | BONFIRE

*colleague

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LOTHAR HARINGS

CHRO | KUEHNE+NAGEL

*manager

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SAVANNAH CLEMENTS

ORG DEV SPECIALIST | BONFIRE

*employee

757-771-2787

savannahclements@gmail.com

Please refer to my LinkedIn profile for many more endorsements.

PROFESSIONAL OUTCOMES CONT.

HR Consultant: Culture, Creative Communications & Adult Education

THE FRONTIER PROJECT | NOVEMBER 2013 – MARCH 2017

- Created and led the **Frontier Media** business unit – a hub for original audio and video assets for Fortune 500s, government agencies, and startups served by *The Frontier Project* consultancy.
- **Frontier Media** delivered **\$300K+** in revenue to the consultancy annually.
- Led full-time production project team and **freelancers** with skills spanning videography, production, audio engineering, script writing, and video editing.
- Co-led client **organizational transformation projects** designed to shift hearts and minds within organizations, in support of strategy-powered culture change.
- Facilitated **strategic skills workshops** within the **Frontier Academy** business unit, on several critical topics like: Innovation mindset, Communications & storytelling, Influence & stakeholder management.
- Designed and led The Frontier Project's workplace wellbeing program, *Project Well*.
- Delivered **interactive keynotes** to dozens of organizations, to help bring cultural and physical health to their organizations through inspiration and recommendations for action.

Marketing Director

ELLWOOD THOMPSON & DAWSON'S MARKETS | FEBUARY 2012 – NOVEMBER 2013

- More information available about past employment upon request.

RESUME WEBSITE:
www.beckylakin.com

