

# Cross L. Smith

Minneapolis, MN | crssLsmth@gmail.com | 785.317.2764 | [linkedin.com/in/cross-teaches](https://linkedin.com/in/cross-teaches)

## SUMMARY

- 10+ yrs leading people and programs across Learning & Development, People & Culture, and Operations in global tech, nonprofit, and K-12 orgs with 5 to 650 employees and up to \$115M ARR
- Co-create peer learning program for 50+ manager to Director-level leaders, driving +12% in manager ratings
- Create, lead mentorship program supporting 92% one-year staff retention during international acquisition; partner with HR Business Partners to expand to all new hires, boosting 90-day satisfaction score +20% within two months
- Develop and facilitate annual survey action planning for 60+ international leaders up to C-Suite level, leveraging cohorts and 1:1 coaching, yielding average +17% scores in focus areas in 9 months
- Manage 32 direct reports from interns to managers-of-managers levels over 5+ yrs, including team of 18

## TECHNICAL SKILLS

Articulate, WorkRamp LMS, Cornerstone LMS, Figma, Guru, Canva, Slack, Glint, Elvex AI Suite

## PROFESSIONAL EXPERIENCE

### Movable Ink

New York, NY (Remote)

#### Senior Learning & Development & People Programs Manager

Nov 2021 – Jan 2026

*Movable Ink is a global, remote-first, 650-person, AI-driven marketing technology company with \$115M ARR*

- One of two Learning & Development and People Programs staff reporting to Chief People Officer and responsible for operationalizing remote-first culture while enhancing skills, performance, and leadership for 650+ full-time employees across 5 countries
- Build and lead multi-modal Unconscious Bias training program, driving +10% in manager feedback parity and 87% satisfaction at 20% under budget to 600+ staff across all global regions and levels
- Collaborate with PMO and 15+ SMEs to launch AI-enabled enterprise knowledge base to 87% adoption in three weeks, saving 1500 staff hours in three months while maintaining 98% accuracy and leading system enablement for 400-person Go To Market organization across NA, EMEA, and ANZ
- Proactively partner with Go To Market leadership in NA and EMEA to design and facilitate director workshops on strategic communication and delegation, earning 79% ROI and +18% in manager trust scores from teams
- Collaborate with CEO, CFO, Chief People Officer, and global employee resource groups to create, execute, and report DEI OKRs, reducing regional employee engagement score gaps by 13%
- Research, author, and design Manager Playbook to codify manager expectations, unify tactical resources, saving 1,000 People Team hours annually
- Build and promote 26 course eLearning library grounded in adult learning principles in six weeks, supporting new WorkRamp LMS rollout for +22% course engagement in three months
- Partner with Recruiting Team and external nonprofit to build long-term talent pipeline, mentorship program, and leadership development pathway for 80% ROI; Deliver 30+ hours of remote and in-person cultural programming annually to all global regions as employee resource group leader

### Professional Educator Licensure & Standards Board of MN

St. Paul, MN

#### Certified Cultural Competency Trainer

2019 – Present

*PELSB serves +114,000 educators as the official credentialing body for K-12 teacher licensure in Minnesota*

- One of 30 inaugural facilitators certified to deliver workshops and consulting services to teachers and districts to fulfill licensure requirements and improve educational outcomes statewide
- Collaborate with Education Minnesota to craft statute-aligned training content for official workshops
- Co-facilitate, tailor 8 hr in-person workshops to 550+ educators throughout MN; integrate feedback to drive continuous improvement, achieving average 91% attendee satisfaction across 20+ sessions

<b>Elder Voice Advocates</b>	Minneapolis, MN
<b>Communications Consultant</b>	2020 – 2022
<i>Elder Voice Advocates is a nonprofit that successfully lobbied for facility licensure and continues to advocate for improved long-term care throughout MN, WI, and SD, with a staff of two and an annual \$150k operating budget</i>	
<ul style="list-style-type: none"> <li>• Solo consultant reporting to the Executive Director, responsible for digital comms strategy and execution</li> <li>• Trained 5 executive board members on social media strategy and brand voice; Created video featured on top influencer blog, “Alzheimer’s Speaks,” yielding +30% organic audience growth in 3 months</li> <li>• Distilled legislative briefs into digestible content, boosting audience engagement +40% across social channels; Authored monthly newsletter with +50% click rate, netting 3 new funding partners</li> </ul>	

<b>Two Bettys Green Cleaning</b>	Minneapolis, MN
<b>Field Services Operations Director</b>	2019- 2020
<i>Two Bettys is an eco-friendly cleaning company serving 1700 residential and commercial clients across the Twin Cities Metro with 135 combined full-time and contracted staff, with a peak annual revenue of \$4.5M</i>	
<ul style="list-style-type: none"> <li>• Operations Director reporting directly to CEO; Responsible for directly managing 8 managers of managers and 10 supervisors; Oversee 120 staff and daily operations while scaling revenue from \$3.35M to \$4.5M</li> <li>• Restructure training to reduce new-hire ramp time by 15%, boosting 6-month cleaner retention +20%, implement scheduling platform for 120 hourly staff, saving +4,000 manager hours annually for 83% ROI</li> <li>• Innovate, manage customer loyalty program, generating \$150k+ monthly revenue during COVID shutdown</li> </ul>	

<b>826 MSP</b>	Minneapolis, MN
<b>Program Director</b>	2015 – 2018
<i>826 MSP is a nonprofit chapter of 826 National delivering creative writing, publishing, and tutoring programs for +1500 BIPOC youth annually alongside 175+ volunteers and five staff with a \$550K annual operating budget</i>	
<ul style="list-style-type: none"> <li>• Report directly to Executive Director as inaugural Program Director; Manage three direct reports and 15 interns across 3 sites annually; Build programs and operations from 0-1, earning 826 National Network induction</li> <li>• Lead strategy and curriculum design for 5 core learning programs while earning 90th percentile Youth Program Quality Assessment for 3 sites; Create volunteer pipelines with enterprise partners such as Target and US Bank</li> <li>• Ground training in adult learning principles, onboarding 175+ volunteers annually; increasing annual retention 26%</li> <li>• Design, launch, and manage 3 student-authored professional publications in 6 months each; Author +15 hour STEAM curriculum appendix</li> </ul>	

<b>LEADERSHIP &amp; FACILITATION</b>	
<b>Featured Speaker, “Career Transitions,” Out In Tech</b>	2024
<b>Career Mentor, Out in Tech U Mentorship Program</b>	2023; 2024
<b>Featured Speaker, “Incentivize Inclusively,” Society for Incentive Travel Excellence, MN Chapter</b>	2023
<b>Strategic Planning Facilitator, Telling Queer History</b>	2021

<b>LICENSES &amp; TRAININGS</b>	
<b>New Leaders Council, Twin Cities Chapter, Fellow</b>	2021
<b>Inclusive, Intercultural Team Management &amp; Collaboration, Wilder Center for Learning &amp; Excellence</b>	2019
<b>Design Thinking Bootcamp, Leadership + Design</b>	2018
<b>South Dakota Department of Education, Teaching License Natural Science, Grades 5-8</b>	2012-2014

<b>EDUCATION</b>	
<b>Kansas State University, Graduate Certificate, Geographic Information Science</b>	
<b>University of Minnesota Twin Cities, Bachelor of Arts, Anthropology and American Indian Studies</b>	