

# Cross L. Smith

Minneapolis, MN | crssLsmth@gmail.com | 785.317.2764 | 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 an 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

## **Elder Voice Advocates**

Minneapolis, MN

### **Communications Consultant**

2020 – 2022

*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*

- Solo consultant reporting to the Executive Director, responsible for digital comms strategy and execution
- 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
- 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

## **Two Bettys Green Cleaning**

Minneapolis, MN

### **Field Services Operations Director**

2019- 2020

*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*

- 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
- 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
- Innovate, manage customer loyalty program, generating \$150k+ monthly revenue during COVID shutdown

## **826 MSP**

Minneapolis, MN

### **Program Director**

2015 – 2018

*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*

- 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
- 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
- Ground training in adult learning principles, onboarding 175+ volunteers annually; increasing annual retention 26%
- Design, launch, and manage 3 student-authored professional publications in 6 months each; Author +15 hour STEAM curriculum appendix

## **LEADERSHIP & FACILITATION**

**Featured Speaker, “Career Transitions,” Out In Tech**

2024

**Career Mentor, Out in Tech U Mentorship Program**

2023; 2024

**Featured Speaker, “Incentivize Inclusively,” Society for Incentive Travel Excellence, MN Chapter**

2023

**Strategic Planning Facilitator, Telling Queer History**

2021

## **LICENSES & TRAININGS**

**New Leaders Council, Twin Cities Chapter, Fellow**

2021

**Inclusive, Intercultural Team Management & Collaboration, Wilder Center for Learning & Excellence**

2019

**Design Thinking Bootcamp, Leadership + Design**

2018

**South Dakota Department of Education, Teaching License Natural Science, Grades 5-8**

2012-2014

## **EDUCATION**

**Kansas State University, Graduate Certificate, Geographic Information Science**

**University of Minnesota Twin Cities, Bachelor of Arts, Anthropology and American Indian Studies**