

ALEX BARRA
ALEX.H.BARRA@GMAIL.COM

KEY SKILLS: Organizational Effectiveness • Change Management • Team Effectiveness • Data-Driven Decision Making • Stakeholder Management • Operating Models • Design Thinking • Business Process Optimization & Continuous Improvement • Project & Program Management (Agile & Scrum) • Workshop Design & Facilitation

WORK EXPERIENCE:

DELTA DENTAL OF CALIFORNIA, SAN FRANCISCO, CA

February 2024 - Present

Senior Organizational Effectiveness Consultant (Tech & Quality)

- Business partner and advisor to SVP & VP clients in the Technology & Quality organizations, offering key support with People Strategy, Change Management, and Talent Management initiatives
- Facilitated organizational design and operating model discussions with senior Product, Technology, and Strategy Enablement leadership to help streamline executive direct reports, create more manageable spans of control, and improve cross-functional collaboration for enhanced delivery
- Delivered change management solutions for enterprise technology transformations including Oracle Redwood updates and the Atlassian Cloud Migration effecting 2000+ employees by assessing the stakeholder populations and impacts, developing communications & training plans, and fostering organizational readiness through change champions
- Created a partnership with the Finance organization to pilot PowerBI dashboards to create better data insights for strategic conversations about workforce planning

BARRA CONSULTING, SAN FRANCISCO, CA

February 2024 – Present

Founder & Principal Consultant

- Serve as strategic advisor for early-stage startups and non-profits by guiding founders through business planning, market validation, and organizational development to build sustainable ventures
- Conducted customer discovery and developed go-to-market strategies for pre-seed startups in Beauty, EdTech, and HRTech by validating target markets and defining positioning for launch readiness
- Facilitated strategic planning workshops to create executable roadmaps that accelerated organizational momentum from ideation to execution
- Designed and delivered custom business tools including grant tracking systems, brand frameworks, investor pitch materials, and competitive analyses tailored to client stage and objectives

PROPELLER CONSULTING, SAN FRANCISCO, CA

October 2021- February 2024

Management Consultant

- Partnered with the Sr. Director of Operational Excellence to build and launch a new change management capability, driving education, training, and engagement while implementing scalable processes and resources for consistent delivery across initiatives.
- Supported the creation of multi-phased Change Management strategies for 5 Operational Excellence Office projects, creating engagement initiatives, just-in-time communications planning, and a customized training approach to drive seamless execution of strategic initiatives
- Facilitated a multi-level workshop with 30+ Marketing, eCommerce and Tech employees at all levels (C-Suite to ICs) on ways of working to address pain points, highlight the problem areas, and ultimately create recommendations for path forward for people, processes, and technology
- Led a team of 2 change management professionals, providing strategic direction, coaching, and professional development

LOCKHEED MARTIN, SUNNYVALE, CA

October 2016 - October 2021

HR Transformation Program Manager | May 2020 – October 2021

- Led the Space HR iLab transformation program to advance innovation culture within the HR organization, supporting over 200 HR professionals with a 15+ member team

- Created a learning and development strategy to align the workforce to the future state HR vision, including evaluating skills gaps, potential training program costs, and overseeing project funding to ensure alignment with objectives and budget constraints
- Co-created an Agile-Change Management approach that included agile, design thinking, and change management principles and trained 100+ professionals to promote an adaptable change culture across the company
- Facilitated and designed a 3-day process improvement/design thinking workshop for the Talent Acquisition organization and identified 100+ improvements across the candidate lifecycle, prioritized top pain points, and developed a comprehensive action plan to address these issues

Talent & Organizational Development Consultant | October 2016 – May 2020

- Developed strategies Senior Engineering & Technology leadership on strategies for organizational effectiveness, talent management, high-potential identification, succession planning, organizational assessments, coaching & training
- Facilitated talent reviews, organizational design workshops, and other organizational effectiveness interventions for over 500 Engineering & Technology employees and leaders to ensure optimal organizational health and proactive succession planning & development

SIKORSKY AIRCRAFT, STRATFORD, CT

July 2013 – October 2016

HR Business Partner | January 2016 – October 2016

- Led the HR strategy & execution for ~150 salary Operations employees and executives in three (3) organizations by anticipating the needs of the organization and conducting compensation and workforce planning analysis, leadership talent reviews, and providing organizational design options
- Led the partnership with Lockheed Martin HR to assist in the Sikorsky integration efforts in Operations including job mapping, process sharing, and facilitated communication efforts to the employees

HR Site (Labor & HRBP) Representative | October 2014 – December 2015

- Served as the sole HR representative for roughly 250 hourly (unionized) and salary employees at the Shelton Overhaul & Repair (O&R) facility responsible for all HR processes

Industrial Relations Associate | July 2013 – October 2014

- Served as a liaison between line supervision and the Industrial Relations function by maintaining positive working relationships with the bargaining unit workforce of 1000+ employees, local management and Union officials

EDUCATION:

Cornell University, Bachelor of Science Industrial & Labor Relations, May 2013

University of California, Berkeley, Candidate for Master of Business Administration, Expected May 2028

CERTIFICATIONS & COURSEWORK:

- **Prosci**, Change Management Practitioner, October 2016 & May 2020
- **Hogan Assessments**, Level 1 Certification, October 2017
- **Culture Design Masterclass**, Fearless Culture, December 2022
- **Lean Change Agent**, Lean Change, September 2022
- **University of Southern California**, People and Change Analytics Master Class, March 2023
- **Enterprise Design Thinking Practitioner**, IBM, August 2020

THOUGHT LEADERSHIP:

- Association of Change Management Professionals (ACMP), Global Connect Conference, Building Resilience Tac/cs into Change Management, N. Cullinan & A.Barra, May 2023
- UT Dallas Project Management Symposium Paper, Lost in Translation? Successful Strategies to turn Out-of-Sync Stakeholders into Cohesive Collaborators, J.D. Johnson, A. Barra, & B. Woda, April 2023
- HR.com InspireHR West Conference, Designing for Belonging in the Hybrid World, Z. Gallinger-Long & A.Barra, March 2023
- City of Seattle International Women's Day, Inspire Change, The Diversity Center of Seattle; J. Craicun, C. Simmons, J. Morales, A. Barra, March 2023
- Young Jewish Professionals, Fireside Chat with Monique Matheson (CHRO Nike), February 2023

- HR.com Webinar, Designing for Belonging in the Hybrid World, Z. Gallinger – Long & A.Barra, January 2023