

Krista Reid, M.A., SHRM-SCP, PHR

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Strategic Leader, Culture Architect, Relationship Builder, Master Communicator

Accomplished HR Strategist who builds high performing, inclusive teams designed to deliver results in a fast paced, ever shifting environment. Collaborative partner who works cross functionally to maximize organizational effectiveness while driving engagement, retention, motivation and accelerate advancement. Creative, data driven thought leader who through a foundation of trust influences stakeholders to transform organizations.

Education

Cornell University
B.A. Literature
Magna Cum Laude
History and Creative Writing
Minor

Stanford University
M.A. Literature

Organizations

Society for Human Resource
Management (SHRM): Member
2017-Present

Mckinley/PACS PTA
VP Communications
2022-2023

Dress for Success
Volunteer & Mentor
2017-Present

Two Ten Foundation
Member/Mentor
2017-Present

Girls on the Run Coach
2020 & 2021

Relevant Systems

Ceridian, ADP, iCIMS

Key Skills

- Strategic Development
- Employee Relations
- Performance Management
- Organizational Design
- Succession Planning
- Training & Development
- Talent Acquisition & Onboarding
- Executive Coaching
- Change Management
- Data Analytics and Insight
- Policy Creation & Implementation
- Employee Engagement & Retention
- Budget Planning
- Project Management
- Compensation & Benefits

Recent Accomplishments

Communication

Created and executed communication plan across all functions for new performance management/compensation system. Worked with all stakeholders to ensure a smooth transition and consistent voice in employee communications which produced outstanding results in training all managers to utilize the new system and 100% of employees receiving a year-end review.

Organizational Design/Change Management

Strategically partnered with executive leadership to analyze opportunities to align with parent company and implement complete reorganization that affected every department. Participated in all aspects of reorg from key decision making to succession planning to delivery. Collaborated with SVP of Culture & Learning to develop change management program for remaining team.

Led search for new corporate offices which resulted both in a dramatic year-over-year financial savings but also allowed for a complete culture shift that will have a lasting impact to the entire company.

Experience

Caleres

2/2017-7/2023

Director, HRBP (Vionic and Blowfish) & HR Communications

5/2021-7/2023

- Managed and Developed Human Resource strategies for multiple brands.
- Led a team responsible for improving overall effectiveness through focus on communications, wellbeing, change management, engagement, learning and development and organizational growth.
- Served as a strategic thought partner and trusted advisor to Executive Leadership team.
- Operated as a trusted gatekeeper with leadership to keep the pulse on the organizational dynamics, elevating important issues, concerns, opportunities and facilitating solutions.
- Led planning and delivery of annual talent strategy.
- Analyzed and utilized data to drive people strategy and decision making to align with overall corporate and brand goals.
- Responsible for all HR communications strategy and execution across all Caleres functions.

Sr. Manager, People & Culture & Communications (Vionic)

6/2019-5/2021

Manager, People & Culture & Communications (Vionic)

2/2017-6/2019

- Designed and facilitated global wellness program which incorporates mindful, physical, financial, environmental, occupational and intellectual. This robust program resulted in year over year growth in participation, engagement and overall improvement of employee wellbeing.
- Designed and implemented global onboarding processes and new hire orientation including mentorship and new hire training programs that focused on culture and engagement prior to 1st day on the job through the first year of work.
- Collaborated with executive team to formulate and establish our organizational brand strategy.
- Developed all internal communications to ensure that employees were kept abreast of any new initiatives and that all messaging had the Vionic touch across all mediums.
- Managed full hiring process from sourcing through onboarding while creating a positive candidate experience and representing the brand's mission, values and purpose.
- Managed successful 401k EBP Audit process with Internal and external auditors.
- Managed all external brand partner relationships with HR partners.
- Managed, Development plan, SMART Goal and Employee feedback programs worldwide.

Reid Communications

8/2011-Present

Urban View (Circulation 22,000)

Editor-in-Chief /Founder for Arts and Culture Newspaper

Sybex

Acquisitions Editor
Editorial Manager

Addison Wesley/ Benjamin Cummings

Sales Representative
Editorial Assistant

Miller Freeman

Editorial Assistant