

# Sheila Callaham

Strategy. Execution. Influence.

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Goal-driven, adaptable professional offering extensive people and project leadership in complex environments. Confidently creates a productive climate to lead, motivate, mobilize, and coach employees to meet high-performance standards. Knowledge and skills complemented by a graduate degree, several specialized certificates of training, and an innovative spirit.

## Qualification Summary

- Strategic Communications Planning/Execution
- Training Development and Facilitation
- Measurement & Analytics
- Team Management & Leadership
- Stakeholder Partnerships & Public Relations
- Speaking, Emceeing, & Interviewing
- Executive Scripting & Messaging
- Program & Project Planning/Management
- Reporting & Process Improvement
- Coaching & Teambuilding
- Regulatory & Compliance
- Vendor Relationships & Management

## Experience

### Entrepreneur, Chapel Hill, NC. / Bulverde, TX. March 2011 - Present

*Author, Content Creator, Speaker, Motivational Coach*

Responsible for chasing my dream of writing and publishing books.

Results:

- Independently authored and published six books in seven years, available exclusively on Amazon.
- Contributor to seven best-selling anthologies published by Inspired Living Publishing and DandiLove Unlimited.
- As content creator for books, blogs, and self-empowerment training, coached and mentored hundreds of women and men through virtual and teleconference instruction.
- Inspired and motivated audiences for personal and career success through public speaking engagements big and small, to include keynote speaker for the 2017 Stars Behind the Stripes event in San Antonio and tailored facilitation just for women at a local Texas library.
- Planned and executed social media strategy to build, promote, and maintain brand visibility. A Google search of "Sheila Callaham" provides 19 pages of links to my work and collaborations with others. My social media community growth is approximately 20,000 followers and subscribers.
- Built relationships to support collaborative, co-promotional efforts in a competitive market.

### GLAXOSMITHKLINE, Research Triangle Park, NC. May 1996 – March 2011

**Held positions of increasing responsibility and grade across three business enterprises: Corporate (HR), Global Manufacturing & Supply (Procurement), and Commercial Operations (Pharmaceuticals)**

*Senior Manager, Human Resources Communications and US Diversity and Inclusion, 2001 – 2011 (includes promotion)*

Responsible for being the "voice" of the Corporation through the creation and branding of inclusion and diversity (I&D), corporate policies and procedures, equal opportunity and compliance, and employee relations. As the subject matter expert on I&D, regularly scripted communications for global executives including the CEO and responses to shareholders on behalf of the board of directors.

Results:

- After the merger between GlaxoWellcome and SmithKline Beechum to create the newly formed GlaxoSmithKline, promoted to the Corporate HR team to brand diversity and inclusion. Over ten years, the program moved from a US concept to a global strategy across enterprise. Increased inclusivity for employees, patients, consumers, and communities and enhanced business performance and external image. Annual employee survey demonstrated increased satisfaction, loyalty, and pride year over year.
- Influenced relationships across six businesses gaining financial support to plan and execute a global awards program presented by the CEO and his direct reports for 200 employees 90 days ahead of schedule. Consulted with execs to prepare event scripts and led a matrixed team of 60+ volunteers to coordinate and execute on plan and rebroadcast to global locations. Nominations increased 27%, global participation doubled, and 100% of attendee survey results agreed or strongly agreed that the event made them proud to be an employee.
- Planned and executed communication strategies and tactics to support ongoing organizational change initiatives to include innovation, flexibility, senior leader mentoring, and restructuring. Instrumental to the successful execution of key business strategies.
- Regularly consulted with upper management to provide best practices, strategic insight, and best next steps to increase employee productivity. Regarded as a reliable, ethical, and innovative business partner.
- Led diversity and inclusion steering team of more than 20 members, representing six businesses. Successfully ensured consistency in messaging, strategy, and tactics.
- Generated content for internal and external company platforms and business-specific websites, to include the annual corporate social responsibility report, local and national advertising, training videos, business cases, white papers, and employment policies. Leveraged the power of words to influence stakeholders and shape perception.
- Consistent achievement (above and beyond) of work objectives resulted in numerous STAR (Spirit, Team, Achievement, Recognition) Awards including gold and platinum levels.

*Communications & Diversity Specialist: Procurement, 1998 – 2001*

Responsible for branding the US Supplier Diversity initiative and developing a strategic communications plan that included internal and external communications, national ad campaigns, stakeholder management, and team training.

Results:

- Created the first supplier diversity web presence on the Company website. After learning HTML, I programmed the first beta website for supplier diversity for external audiences during a two-week end-of-year company closure. Resulted in full funding to work with IT to publish not only external pages but also an internal site for employees. Both sites significantly contributed to increasing awareness.
- Proactively identified Diversity Inc., a new online and print presence, as a national advertising opportunity and negotiated a 6-month corporate sponsorship. One of the first global companies to support DiversityInc (only four months post-launch) provided leverage to negotiate a package that included online articles, full-page print ad in their monthly print magazine, plus user memberships on their web portal for up to 100 employees for less than \$20K. During the six month sponsorship, web traffic on DiversityInc moved from 10k/month to more than 80k. By the end of the six-month period, corporate memberships such as the one I had negotiated were \$50k. Within two years, the program was considered benchmark and receiving local and national awards.
- First corporate platinum sponsor for the local Hispanic Chamber of Commerce, resulting in a board appointment. Sitting on the board gave me deeper insight into the Hispanic community, their challenges, concerns, needs, etc. which I relayed to company stakeholders. Resulted in

business and process changes to better serve that demographic, to include simplified English for product information and clinical trials literacy.

- Attended the week-long Pharmaceutical Sales Training program and used it as a model to create a day-long training program for Company buyers. Resulted in enhanced understanding of supplier diversity goals and motivated them to set and exceed small, diverse business contracting goals.
- Consulted with division executives to create a business case demonstrating a direct relationship between an effective supplier diversity initiative and the increase in sales/profit. Analyzed and incorporated market research, demographics, and major customer base information to position company direction. The resulting business case was endorsed by the CEO and frequently referenced in his public messages. Led to partnership with Pharma Marketing to co-research and write the Multicultural Marketing Business Case, which was used to fund multiple diverse marketing projects to include sponsorship at the Wake Forest School of Medicine to educate young physicians in training about the importance of cultural sensitivity and customs.

*Marketing Administrator: (Contractor) Pharmaceuticals. 1996 – 1998*

Responsible for assisting brand managers in AI/GI marketing as they launched new products and continued to brand the existing portfolio, to include Valtrex, Cefitin, and Zantac.

- Managed three marketing budgets totaling \$45 million.
- Provided primary support to external vendors and field sales force for marketing protocols.
- Created and enhanced marketing presentations for new drug launches.

*Other Relevant Experience: Civilian, Department of the Army. Intermittent 1983 – 1995*

Held positions of increasing responsibility and grade across several series.

- Joint Services Management and Program, Riyadh, Saudi Arabia, 1993 – 1995, responsible for manpower consultation and technical support of joint services staff for more than 550 military under commanding Army Major General. Managed Dependent Education Program for US Military Training Mission and all supporting/attached organizations for 200+ students. Pay agent for \$1.5 million in tuition, supplies, and special academic assistance. Reported directly to the Director of Personnel (Army Major). Recipient: Superior Civilian Service Award and Special Act Award.
- Acting Command Information Officer and Editor, German-American Public Affairs Office, Würzburg, Germany, 1988 – 1989, responsible for managing an information program and community newspaper in accordance with regulations, policies, and guidelines to satisfy the information needs of 32,000 military, civilians, and their dependents. Established and maintained effective working relationships with high-level military and civilian officials, members of the German and American print and broadcast media, and civic groups. Supervised operation of community newspaper with circulation of 8,000 to include supervising staff, writing, editing, photography, and layout. Recipient: Keith L. Ware Award for Journalism and Special Act Award.
- Community Services Coordinator, Kitzingen, Germany, 1987 – 1988, responsible for developing, executing, and managing a relocation program and other training seminars and workshops to support 12,000 soldiers and their families. Solicited and coordinated community engagement and assistance to support program objectives.

**Education and Certificates**

- Master of Arts, International Studies, Old Dominion University (Interdisciplinary program focusing on economics, diplomacy, theory, and policy)
- Bachelor of Science, Government and Politics, University of Maryland
- Certificate of Special Studies in Management, University of Maryland, Europe
- Certificate in Organizational Development, Linkage (Organizational Design, Organizational Development, Consulting Skills, and Systems Thinking)