

RICHELLE M. REYES

Talent Activation | Organizational Development | Talent & Workforce Transformation Leader | Agile, Tech-Enabled
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QUALIFICATION HIGHLIGHTS

Proven success in the talent management and organizational development space. 15+ years of experience helping executive teams implement successful people strategies through times of transformation.

- ★ Experienced as both a **human capital consultant** and **strategic HR leader** across various industries and types of companies (non-profit, consulting firm, large global, mid-sized, and recently more pre-IPO companies).
- ★ Design customized talent and performance solutions for growth-stage companies in significant transformation
- ★ Skill sets:
 - Assessment: Candidate, Leadership, High Potentials
 - Organizational Effectiveness / Change Management
 - Performance Management and Executive Coaching
 - Talent Acceleration & Development / Succession Planning
 - Program Management
 - Employee Listening & Engagement
 - Workforce & Talent Planning
 - Competency Modeling & Design
 - HR Systems & Policies
 - SPHR (HRCI) Certification

PROFESSIONAL EXPERIENCE

Organizational Development Advisor:

- [Brainly](#) Remote / (Mar 2025 - Present) / Provide change management and engagement support after layoffs
- [CapitalRx / Judi Health](#) (mid-sized health-tech SaaS company) / Remote & NYC / (Mar - June 2025) / Designed modern performance management and talent review processes, and introduced AI-enabled employee survey strategy to strengthen engagement insights and rolled out revised company values. Role concluded due to a leadership transition and HR restructuring.

VP, Talent & Organizational Development: [Brainly](#) (small ed-tech, global SaaS company)

New York, NY / Remote (Sept 2019 – Mar 2025)

Partnered with the executive team, built and eventually managed a team of 6. Built a high-performing culture within the HR team and company. Delivered data-backed solutions in the areas of talent management, training and development, culture, and organizational effectiveness to yield returns on investments. Supported 12x revenue growth (from \$5M to \$60M).

- **Performance Management:** Launched first Performance Management process within 3 mos of starting to clarify performance standards, individual/organizational success. Results: 100% adoption; improved the culture of peer feedback by 50% within one year
 - **Compensation:** Designed top talent compensation philosophy and strategy.
- **Talent Planning & Activation**
 - **Talent Acceleration:** Implemented a Talent Review process – identifying critical talent, top talent, high performers and successors for critical positions based on current and future business needs. Improved quality of hires when targeting these traits and focusing on the best sources for talent. Structured various long and short-term rewards for specific talent segments.
 - **Leadership Development Programs:** Implemented first high potential training development program to accelerate the growth of our high potential software engineers (critical for future state); Designed in-house leadership programs aligned to our leadership values and targeting skills lacking in our survey data - trainings had greater impact (higher recommendation and utilization rates, 84% of participants reporting skill improvement) than external vendors in 33% of the training time.
- **Culture and Change Management:** Facilitated change successfully through 30% headcount reduction to lift our engagement score by 28 percentage points within a year, and chosen by Culture Amp to serve on a customer panel discussion at a company kickoff to share this success. Facilitate 360s, 180s, and leadership coaching.
- **Inclusion and Diversity:** Implemented the first Inclusion Council and 3 Employee Resource Groups; Monitored trends in HR processes.
- **Org Design:** Completed job-level architecture project saving Brainly over \$50,000; created career pathing framework for high-volume roles; down-size/scale-up plans; AI impact analysis and re-training.
- **HR Systems and Policy:** Implemented new development, performance, and engagement systems, customized HRIS; leveled-up talent management policies. Created People Analytics scorecards to guide strategic decisions.

Organizational Development Director: [Integral Ad Science \(IAS\)](#) (mid-sized ad-tech, global, publicly-traded SaaS company)

New York, NY (July 2017 – Sept 2019)

Partnered with the CEO, CHRO, managed team, and collaborated with Vista Equity Partners to prepare for IPO to scale revenue by almost 3x (from \$100M to \$260M).

- **Performance Management:** Implemented the first performance management process
 - **Compensation:** Partnered closely with Compensation Director to build comp strategy and frameworks.
- **Talent Reviews:** Implemented a new annual talent review process with business leaders to assess all employees, understand talent bench strength, and help leaders strategically retain and develop the talent necessary for an IPO
- **Development:** 1) Designed and led first New Manager Program and High Potential Leadership Program; 2) Launched a learning management system, created custom e-learning and curated content; 3) Implemented a global leadership program including leadership 360s; 4) Designed global onboarding training, including building a software engineer bootcamp to help increase the Technology division by 150 more people and starting the first intern program to scale early-talent hiring.
- **Culture and Change Management:** 1) Designed and managed baseline and pulse engagement surveys along with team action planning sessions; 2) With Vista Equity Partners, co-led job-level architecture project for +650 roles; 3) Led change management component for business systems integrations; 4) Supported the launch and embedding of newly defined company values and job family competencies.
- **Diversity and Inclusion:** 1) Launched Diversity Council and 3 new employee resource groups; 2) Coordinated diversity training for the company; 3) Reported on key metrics for various demographics for major HR processes (e.g., compensation, performance, talent assessments, etc.)
- **HR Systems:** Implemented new development, performance, and engagement systems. Customized HRIS.

Talent Management Lead: [EmblemHealth](#) (large regional health insurance company)

New York, NY (December 2013 – July 2017)

Partnered with HR leadership and CEO on initiatives to transform Emblem's culture during a time of significant transformation.

- **Culture and Change Management:** 1) Prepared organizational redesign and transformation after 2700 staff reduction, training to support leaders through the change 2) Designed engagement pulse surveys and team action planning sessions; 3) Led employee appreciation week steering committee.
- **Competencies:** 1) Launched custom HR functional competencies; 2) Revised corporate competencies critical for our turnaround strategy.
- **Inclusion & Diversity:** Launched Inclusion Council and business resource groups
- **Performance Management:** 1) Ran the goal-setting/performance management; 2) Revamped process to quarterly check-ins.
- **Talent Reviews:** Implemented a new talent review process in the company and subsidiary.
- **Development:** 1) Designed, launched, and managed high-potential leadership development and mentoring programs; 2) Designed 360-degree assessments, and coordinated all development assessments; 3) Created Develop Your Career, an online employee self-service toolkit; 4) Led onboarding training.
- **HR Systems:** Launched and managed new talent and performance modules in SuccessFactors for 5000+ employees.

Leadership, Talent & Change Senior Specialist: [National Grid](#) (large FTSE 500 UK/US energy company)

New York, NY (July 2011 – December 2013)

Designed and implemented the US talent management strategy alongside the US CHRO and other HRBPs to support business objectives related to performance, change, leadership and workforce planning to drive long-term growth. Aligned with global head on 26000-employee, enterprise-wide talent strategy.

- Implemented an annual talent review cycle, including identifying high potentials, creating credible succession plans, and identifying high-potential development opportunities.
 - Launched NG's new high-potential criteria and assessment.
- Provided key development plan resources to accelerate the development of high potentials and successors.
- Configured key specs and metrics for talent reviews, succession planning and development in the new HRIS system.

Talent Management Consultant: [SHL](#) (global human capital consulting firm)

Princeton, NJ (April 2007 – February 2011)

Partnered closely with global clients (i.e., HR stakeholders & business leaders) to design and implement selection, development, and downsizing processes, all while ensuring alignment to organizational business objectives and client competency models to maximize ROI of talent management initiatives. 65% of my accounts were global Fortune 500 companies, such as: *GE Healthcare, Pfizer, Novo Nordisk, Novartis, HSBC, IBM, Swiss Re, Merrill Lynch, Coca-Cola Enterprises, Diageo, Nespresso, AMEX, Colgate-Palmolive, BASF, UL, L'Oreal, etc.*

- Utilized various psychometric assessments, assessment and development centers, feedback, and coaching tools for the selection and development of leadership globally. Managed several large-scale assessment centers—project team of 4 consultants assessing over 60 managers. Managed the growth of a portfolio of client accounts by 11% in 2010 by ensuring satisfaction, spotting opportunities to add value, and building strong relationships. Exceeded billable and growth targets.

Organizational Effectiveness & Development Specialist: [Institute for Community Living \(ICL\)](#) (NYC non-profit behavioral health) New York, NY (January 2005 – April 2007)

Supported integration of program effectiveness best practices of over 20 care sites acquired over 10 years, totaling expansion to over 40 sites across NYC. Supported strategy to strengthen leadership bench in advance of founders' projected retirements.

- Designed and analyzed the first annual company-wide employee survey, interviews, and focus groups; presented recommendations to the Board. Led subsequent employee engagement initiatives for over 1500 staff, for example, creation of the first "Employee Newsletter"
- Collaborated with the Succession Planning and Leadership Development Committee to design and implement bench strength initiatives (e.g., 360-degree assessments, executive coaching, competency models, Executive/Board Strategic Planning Retreat, designed and launched 9 months of curricula for ICL's first Management Institute, coordinated various other leadership development initiatives for 70 Directors, etc.
- Coached a total of 40 mid-level managers at a large pharmaceutical company and developed individualized coaching plans for 16 managers.

EDUCATION

Certifications: SPHR (HRCI #800346585); SHL Assessments / Competency Design & Work Profiling; DiSC; Miller Heiman Strategic Selling

Doctorate of Psychology, Organizational Psychology, January 2007

Rutgers University, The Graduate School of Applied and Professional Psychology, New Brunswick, NJ

Master of Science, Counseling Psychology, May 2001

Indiana State University, Terre Haute, IN

Bachelor of Arts, Psychology, 1998

Carleton College, Northfield, MN

LEADERSHIP / PROFESSIONAL AFFILIATIONS

Executive Board Member & Shared Interest Group Leader (Emerging Professionals), 2001-2005; Member, 2001 –

2011: American Psychological Association (APA) Division 13: Consulting Psychology

Executive Board Member, 2001-2006: Carleton College's Multicultural Alumni Board

Board Member, Secretary 2010 - 2018: Jersey City Landmarks Conservancy

President, 2008 - 2011; VP/Secretary 2011- Present: HOA

Member, 2016 - Present: Manhattan Yacht Club; Member, 2025 - Present: Boston Sailing Center

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