

Johna Campbell, SPHR
255 Wentworth Lane
Daleville, VA 24083
540-966-1470 (w)
540-309-5090 (m)
JohnaCampbell@Leverage-LLC.com

Organizational development/human resources professional with in-depth experience in a variety of fast paced and demanding business environments. Expertise in organizational design, performance improvement, team facilitation, and employee relations. Strong generalist experience working with all workforce levels in headquarters, distribution, manufacturing, call center, retail and service environments.

Education

Johns Hopkins University Baltimore, Maryland
MAS - Business Management, Human Resource Concentration
West Virginia University Morgantown, West Virginia
Bachelor of Social Work

Employment

2004 - present **Leverage, LLC** Roanoke, Virginia
Consultant
Provide strategic human resource and training consultation targeting small to medium sized companies. Areas of specialty include generalized HR assessment, policy and procedure development, organizational diagnosis and development, change management, training and short term projects.

2002 – 2003 **Matria Healthcare** Roanoke, Virginia
Director of Human Resources
Direct all phases of the human resource function for a medical supply and pharmaceutical call center. Develop progressive strategies to ensure that staffing, training and developmental processes match the organizational needs during a system implementation and conversion process. Develop incentive programs to positively impact productivity and efficiency as well as changing the culture to focus on sales.

2000 - 2002 **Hanover Direct, Inc.** Roanoke, Virginia
Director of Human Resources
Responsible for the direction and management of all human resource functions for both the distribution center and corporate site organizations. Launched a comprehensive process improvement process to assess and improve site policies and practices to increase retention.

1990 – 2000 **Black & Decker**

Human Resource Manager, 1998 - 2000 Ft. Mill, South Carolina
Served as a strategic HR partner to site management in a expansion/start-up project which ultimately spanned two states with 3 business units – distribution, accessories packaging and pack to order.

Human Resource Manager, 1996 - 1998 Fayetteville, North Carolina
Directed the overall HR strategic management and training initiatives for a 1700 employee non-union assembly and component manufacturing facility. Responsibilities included employee relations, succession planning, training development and design, team facilitation, leadership effectiveness, performance improvement and change management.

Human Resource Services Manager, 1994 - 1996 Towson, Maryland
Managed the day-to-day Human Resources activities for the corporate organization. Responsibilities included employee relations, recruiting, conflict resolution, Affirmative Action, performance management and succession planning.

Human Resource Manager, 1992 - 1994 Hampstead, Maryland
Direct Human Resources responsibility for 1000+ field employees in over 150 service and retail locations. Responsibilities included employee relations, conflict resolution, performance management and compensation design. Developed and maintained Affirmative Action Plans for 3 facilities.

Employee Relations Manager, 1990 - 1992 Hampstead, Maryland
Served as Human Resources generalist. Provided policy administration, employee relations/human resources support for the Service Division.

Selected Accomplishments

- Developed training strategy for the implementation and conversion phase of an \$8 million integrated software application project that consisted of customer service; fulfillment; reimbursement; and a paperless storage system.
- Extensive experience in on-line recruiting strategy and tactics.
- Established and maintained pro-active employee relations posture through extensive internal consulting, communications and on site seminars.
- Developed and designed numerous customized training programs tailored to organizational needs and strategic objectives. Programs incorporated team learning, 360-degree feedback, coaching and leadership skills. Increasing organizational capacity to rapidly respond to a competitive environment and maintain market leadership.
- Developed and maintained organization reviews and succession plans resulting in continual development of high potential employees as well as focusing on performance improvement.
- Developed a Headquarters Affirmative Action Plan, including managing a successful corporate management Compliance Review conducted by the OFCCP and acted as Corporate consultant on Affirmative Action.
- Redesigned the non-exempt compensation system reducing labor grades by 50%, while increasing flexibility and productivity.
- Successful track record and experience in dealing with various forms of litigation including sexual harassment and EEOC.
- Managed the downsizing and closing of several sites/organizations including the development of a voluntary severance program to reduce exempt headcount.
- Designed and implemented the Peer Review program, an alternative resolution dispute process for distribution and field organizations.
- Implemented multilevel recruitment initiatives that resulted in increased diversity in the management classification and reduced turnover.
- Developed programs to effectively reduce workers compensation and disability costs by \$400,000 in one year.
- Created and introduced a mass hiring system for hourly associates, successfully reducing turnover by up to 50% in a 2% unemployment market.
- Successfully staffed organizations with Six Sigma Black & Green Belt associates.

Other Experience and Professional Certifications

- Adjunct Faculty – Virginia Western Community College and Averett University
- Board Member – TAP, This Valley Works
- President Roanoke Valley SHRM
- Activity Vector Analysis (AVA) Analyst
- Center for Creative Leadership Benchmark Feedback Facilitator
- CTA Certified Coach