

# Kim Clark

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## RECENTLY PUBLISHED CONTENT

- > How businesses can address and remedy systemic social injustices: [article](#)
- > Panel appearance - Responding to racial injustice with grace and healing: [blog](#)
- > D&I nomenclature: It's not just about what we shouldn't say: [article](#)
- > What an inclusive language toolkit should cover: [article](#)
- > Internal Communications rated most credible source of information right now: [article](#)
- > Interview - Value of Internal Communications during COVID-19: [video](#)

## EXPERIENCE

### **Employera** — Head, Diversity, Equity and Inclusion (DE&I) Communications

Feb 2020 - Present

- Design diversity, equity, inclusion and belonging communication strategies including training for managers to design their teams for belonging
- Provide strategic communications, storytelling (video, written, intranet, etc) and change communications support
- Partner with cross team members to create a seamless, unified, talent brand and employee experience before and during employee tenures

### **Ragan Communications** — DE&I Consultant, Workshop Leader, Speaker

Sept 2018 - Present

- Create and lead workshops and webinars from scratch: Strategic Communications Master Class, Diversity and Inclusion for Communicators Master Class, Change Communications Master Class
- Speaker: video for executive communications, employee storytelling, internal communications trends, intranet best practices

### **GitHub** — Sr. Director, Internal Communications

Oct 2018 - Apr 2019

- Created diversity, inclusion and belonging communications strategy
- Heavily involved in HR culture and change initiatives
- Reinvented internal communications strategy
- Designed strategy for executive communications to build trust
- Co-designed first-ever multi-day manager meetup; built keynotes and breakout topics and presentations

## GoDaddy — Director, Culture and Internal Communications

March 2015 - Sept 2018

\*GoDaddy ranked as a Fortune 100 Great Place to Work in 2016

- Built internal communications team, strategy and channels to scale globally
- Increased trust in leadership metric by 13 points in 6 months
- Created #GoDaddyBrave which helped unify a dispersed workforce
- Ran GoDaddy Story Slams to improve leadership storytelling and connection
- Created GoDaddy Demofest for team and product visibility and involvement
- Created quarterly roadmap meeting to break down silos and invite knowledge sharing
- Closely partnered with HR, IT, Finance, Product, and Employee Resource Groups
- Managed global team in Customer Care and EMEA
- Assessed and evaluated recognition and appreciation across the company to lower attrition, increase innovation, and drive more career development opportunities

## NetApp — Culture Change Communications Consultant

Oct 2014 - March 2015

- Designed culture evolution communication strategy and plan, representing HR and partnering with executive, internal and marketing communications to execute globally
- Led decentralized communication partners challenged with rolling out multiple key company messages simultaneously by identifying integration points for consistent storytelling
- Created organic approach to culture evolution, leveraging storytelling techniques tied to business outcomes and results

## PayPal — Sr. Manager, Leadership and Internal Communications

June 2012 - Oct 2014

- Reinvented president's and executive staff's communications strategy, cadence and leadership events to create consistent messaging and drive aligned behavior
- Designed "Simple, Customer, Focus" culture transformation initiative
- Drove manager alignment by increasing communication effectiveness
- Designed change management communications for company reduction in force
- Influenced leaders to analyze performance-based communications issues to solve efficiency and productivity problems among teams

## KLA-Tencor (now KLA) — Sr. Manager, Internal Communications

March 2010 - June 2012

- Created executive communications discipline; designed CEO's platform
- Drove intranet traffic up by 35% in first three months after iterative revamp; initiated social media as a pulse and productivity tool for employees
- Led employee value proposition roll out including careers site redesign
- Led communications for wellness programs: #2 on 2011 "Healthiest Bay Area Employers" list

## EDUCATION

San Jose State University — MA, concentration on Media Studies

Yale School of Management — Certificate, Fostering Inclusion and Diversity

## AWARDS

IABC Quill Award: Leadership Communications

Ragan Employee Communications Awards: Story Slams; #GoDaddy Brave article series;

Kiva ["Get the Picture"](#) launch campaign