

Lisa M. Hunefeld, CPCC, PCC
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PROFESSIONAL PROFILE

- Purpose-driven guide and coach with 29 years of experience supporting individuals and teams navigate personal and organizational transitions and change with head and heart.
- Intuitive systems thinker with the ability to take volumes of information, connect the dots across the organization and synthesize into meaningful stories.
- Innovative designer and facilitator of leadership, management, and professional development experiences for global, regional, and local teams (in-person and remote).
- Deep expertise in change and transition management. Proven leader and change agent experienced in leading activating strategy, talent, structure, and culture initiatives.
- Strong strategic thinking and business planning skills. Skilled at balancing the creation of strategies and their translation into business plans with measurable results.

WORK EXPERIENCE

Founder & Owner

2017-current

Lisa Hunefeld, LLC / dba Soul Lab

Creating a 'human-centered' space and place for individual and organizational change and transition work. Designing bespoke experiences for organizations to assess, plan, and activate the shifts most needed to improve the effectiveness and health of their business and culture. Providing personalized coaching, purpose guiding, and retreats to support individual change and transition work (i.e., career and life transitions). Clients include Nike, Inc., Co-Active Training Institute, Purpose Guides Institute, and PacificSource Health Plans.

Sr. Director, Global HR Transformation and Culture

2015-2016

Nike, Inc., Beaverton, OR

Led the Global HR strategic transformation (1K employees) to elevate HR capabilities and improve operational discipline in preparation for future Enterprise-wide business transformation. Conducted a holistic organizational assessment that resulted in a composite view of the changes required to activate the new organization (i.e., capabilities, structure, talent, process, rewards & culture). Designed & delivered a bespoke leadership offsite experience for the HR Leadership Team (Top 100 VPs & Sr. Directors) to prepare and mobilize the team to lead the upcoming business transformation.

Director, Global Talent Management Strategy & Operations

2013-2015

Nike, Inc., Beaverton, OR

Led the strategic, financial, and operational planning processes for the Global Talent Management function. Acted as integration point to plan the pacing & phasing of key talent management initiatives & events for 43K employees. Curator of all Global Talent messaging & branding, aligned with NIKE Internal Communications. Speech & presentation writer for Chief Talent Management & Diversity Officer.

Director, Global Talent Development – North America, Emerging Markets & Converse

2011-2013

Nike, Inc., Beaverton, OR

Responsible for creating talent development strategies and delivering learning solutions to accelerate the business growth (\$10B target during this period) and development of critical capabilities & skills (28K employees). Partnered with North America EVP/GM & VP HR to design & deliver leadership experience to gain active sponsorship & commitment from top 100 VPs/GMs for new global initiative targeted to elevate manager capability (6K managers).

Talent Development Director, Global Enabling Functions **2009-2011**
Integration & Strategy Director, Global Talent Development (additional role) **2010- 2011**

Nike, Inc., Beaverton, OR

Responsible for creating talent development strategies and learning solutions for the 11 talent pipelines and 10K employees in the Global Enabling Functions (Supply Chain, Finance, HR, Tech, Legal, Corporate Sustainability). Designed and facilitated the activation of a new global talent development strategic planning process, aligned with talent planning and acquisition partners. Led the NIKEU global learning platform 'brand' and communications communities of practice for Global Talent Development.

Support Operations Director, U.S. Customer Service **2006-2009**

Nike, Inc., Beaverton, OR

Led the creation and execution of the talent development, communications and operational strategies. Developed an innovative U.S. Customer Service Center of Excellence model to elevate core operational capabilities and processes, improve organizational synergy, and define & measure key metrics. Led the org re-design, activation, and transition planning for 230 employees.

Change & Transition Manager, Americas NSC **2004- 2006**

Nike, Inc., Beaverton, OR

Led the creation and successful execution of a comprehensive transition management strategy for the implementation of a new ERP (SAP) in the Americas Region. 452 internal and 3,500 external stakeholders (e.g., retailers, 3rd party logistics providers, government agencies). Successfully managed the creation & execution of all critical milestones on time & budget (\$13.6m).

Business Consultancy Manager, Americas IT **2000-2004**

Nike Inc., Beaverton, OR

Managed the Regional Business Consultancy team responsible for new initiatives and support of regional systems and tools. Led all aspects of transition & project management for the successful implementation of Oracle in Brazil (preparing for SAP) without business interruption.

Regional Program Manager, Mt. Pacific Region **1998-2000**

Volt Workforce Solutions, Portland, Oregon

First Regional Program Manager for Volt, responsible for the development of Volt's managed program center of excellence for top tier customers (>\$5m revenues annually, included FedEx, Apple, HP, John Deere) within the West & Midwest Regions. Launched new managed program protocol and branded communications tool kit (Volt OneSource). Resulted in reduced transition issues at implementation and cost savings of \$500,000 per new top tier customer implementation.

Program Manager, Nike & Mentor Graphics Accounts **1994-1998**

Volt Workforce Solutions, Portland, Oregon

Led evolution and transition of Volt's top Oregon customers (\$18+ million in revenues) from basic onsite models to a full service 'Managed Program' with online requisitioning, onsite recruitment and employee relations personnel, and real-time service level metrics reporting. Minimized customer's potential co-employment risks by educating hiring managers and directly managing employee relations issues of the 900+ ETW's via a six (6) person onsite management team.

CERTIFICATIONS & TRAINING

- **Change Management Certification** – Association for Talent Development
- **Leading Organizational Transition: Train the Trainer Certification**–William Bridges and Associates
- **Drexler-Sibbet Team Performance Model Certification**- McNeill & Associates
- **Certified Professional Co-Active Coach (CPCC)**- Co-Active Training Institute
- **Professional Certified Coach (PCC)** – International Coaching Federation
- **Work That Reconnects Facilitator Program** - Work That Reconnects Network
- **Certified Purpose Guide**- Purpose Guides Institute
- **Hogan Leadership Forecast Series Certification** – MetaSkills Consulting Group
- **360 Development Feedback Survey** - Organizational Systems International
- **Neuroscience, Consciousness, and Transformational Coaching** – BeAbove Leadership
- **Introduction to Human Centered Design** – Acumen and IDEO.org

VOLUNTEER EXPERIENCE & COMMUNITY INVOLVEMENT

Lead Facilitator , NIKE LGBT Sport Summit	2012-2014
Committee Member – Ignite Gala , Basic Rights Oregon	2013
Co-Chair , NIKE LGBT & Friends Network (Employee Resource Group)	2008-2010
Secretary , DoveLewis Animal Hospital Ambassador Board	2005-2008

LANGUAGES

Fluent in Brazilian Portuguese, lived in Brazil for 11 years.