



Edie Sirkin Mitchell, Ph.D.

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Edie Mitchell is a senior Human Resources leader and people strategist with 20+ years of experience with the strategic design and delivery of global HR/People and talent practices. She has deep expertise in leadership development targeted for a wide range of leaders and employees, culture and core values development, onboarding, executive coaching, talent acquisition/recruiting, individual and team performance improvement and workplace engagement.

Edie has demonstrated success leading scalable initiatives in public (Fortune 50-500) and privately held companies across a wide range of industries (technology/software as a

service, media & entertainment, publishing, specialty retail, financial services and higher education) experiencing high-growth, change and transformation. Edie is known for her expert ability to authentically connect, build rapport and collaborate and is recognized as an influencer who leads and partners across organizational levels, up to and including the Board of Directors. She is highly adaptive with a strong record of achievement balancing thought-leadership with execution.

Currently Edie is an Assistant Vice President at Canvas Credit Union (formerly Public Service Credit Union), a not-for-profit, member-owned financial institution proudly founded in Colorado in 1938. She leads the strategic direction, design and execution of learning, leadership, culture and talent/recruiting. She and her team are building a learning and development function from the ground up launching initiatives to build leaders and drive engagement and retention. Edie partnered with the Executive Team to design the company's first People Strategy to ensure how the company attracts, develops, engages, rewards and retains people is authentic and aligned to culture, core values, business strategies and mission to build a purpose-driven employee experience.

Prior to Canvas, Edie led Human Resources for Arrow Electronics Digital division and served as a business partner and advisor to the Chief Digital Officer, four Vice Presidents and their teams supporting recruiting and engagement, strategic planning, talent identification, performance management, compensation and employee relations.

During her tenure with Time Warner, Inc., based in NYC, Edie co-designed/led a Non-Profit Board Leadership Program designed to prepare VP+ leaders to serve on boards of non-profit organizations and provide further insight into the mission, structure and impact of Time Warner's own Board of Directors.

Other key professional accomplishments include:

- Recipient of LivePerson's core value award for Meaningful Connection
- Led the design and delivery of the *Global Leadership Development Experience*, a cohort-based program for high potential and emerging leaders (95% promoted & 100% retention within first two years of launch)
- Responsible for the internal design, execution and analysis of annual Culture and Engagement Survey including follow up consulting/advising for senior leaders and their teams (90% employee response rate with 88% of staff recommending the company, LivePerson, as a place to work)
- Partnered with senior leadership team to design and implement a non-traditional approach to performance management with a focus on feedback, coaching and career conversations between employees at all levels
- Launched McGraw-Hill Education's inaugural *Diversity & Inclusion Council*, created to assist in the implementation of a D&I strategic plan connected to the segment's overall business objectives
- Leveraged CEO, C-Suite and Board of Directors for internal leadership initiatives and regional learning events
- Led Time Warner's *Chairman's Leadership Program* for the top-300 executives across the global organization
- Served as a formal coach to senior leaders (VP+) selected to participate in a company-wide, high profile leadership development program (100% retained & promoted)

Eddie is a professionally trained coach certified to use a wide range of feedback-based assessments and has coached at all organizational levels within multiple business functions including sales, marketing, professional services and product management. She has presented at numerous conferences including Disrupt HR Denver and The Conference Board. Eddie co-authored an article in the HR People & Strategy Journal, *LivePerson Case Study A Growth Company Working to Inspire Performance through Culture*.

Eddie has earned the Society of Human Resource Management's Senior Certified Professional designation (SHRM-SCP) and is actively involved in the Rocky Mountain Chapter of Human Resources People & Strategy. She has a Ph.D. in Leadership and Higher Education from Ohio University and a B.A. in Organizational Communication from Wright State University in Dayton, Ohio.

Eddie is an avid indoor cyclist (you can find her at Cyclebar in Lone Tree) and Broadway actress/cabaret singer wanna-be. She is deeply passionate about music. Her best, most cherished memories from childhood include exposure by her parents to music of all types, from classical, Celtic, musical theatre, big band, jazz, zydeco to classic rock (thanks WTUE). She wanted to play the drums, but her dad wouldn't let her (ranch-style house), so she stuck with singing. Eddie's passion project is to launch her own music blog, *mixtapemaven.com*, where she can write about songs that have inspired her and the memories/people associated with them. Eddie has long been interested in serving on a board herself, preferably of an organization focused on the arts and music, which is why she is so excited to be a part of the Arapahoe Philharmonic Board of Directors. ☺

Eddie lives in Centennial with her husband Robert, a professor at UCCS, son Alex, a 9th grader at Cherry Creek High School and an aspiring actor with a love of Shakespeare, and their dog Maurice, named as a tribute to the Steve Miller Band song, "The Joker".