

YVONNE JACKSON

Chapel Hill NC | 513-502-5451 | yvonne@socialedg.com | LinkedIn: yvonnejackson

PROFESSIONAL EXPERIENCE

SOCIALEDG Corporation, Chapel Hill NC

2022-Present

Founder, Equity, Diversity & Inclusion (EDI) Consultant

- Conducts EDI assessments utilizing surveys, data analysis, and stakeholder interviews to identify key areas for improvement and develop strategic EDI recommendations
- Develops and facilitates EDI workshops and inclusive leadership coaching using the Joyful Equity™ methodology to enhance team cultural awareness, competency, and sensitivity
- Provides practical strategies for reducing burnout, resolving conflicts within diverse teams, and navigating courageous conversations between marginalized groups and leadership

Fractional Chief Diversity Officer | Martha Beck Inc.

- Developed comprehensive EDI strategy, 3-year roadmap, and change management plan to align and integrate EDI into long-term business goals and organizational objectives.
- Pioneered new EDI Curriculum, driven by an extensive audit that assessed and enhanced inclusivity of program training materials, video recordings, and in-class learning experience
- Designed and delivered 15+ DEI workshops, keynotes, and courses annually, enhancing cultural competency for over 1000+ staff, trainees, and graduate community members

APPLE INC, Raleigh NC/Cupertino CA

2019-2023

Inclusion & Diversity Operations Program Manager

- Audited diversity initiatives, successes and challenges; implemented a develop-hire-engage framework to address strategic gaps and provide KPI recommendations to leadership team
- Defined DEI strategy and objectives; leveraged and restructured DEI training materials into successful workshops, such as Being an Ally, Team Engagement, How to Become a Manager
- Designed operational plan and training process for Diversity Taskforce creation; adopted by Apple Cloud Services and the Education, Health & Governmental Diversity task forces
- Led talent pillar for employee resource group; launched FY20 Career-a-Palooza to support career mobility for underrepresented groups and allies; shared best practices across 6 ERGs
- Launched Apple partnership with an US Department of Education international mentorship program, TechWomen; sponsored 2 emerging leaders from South Africa & Kenya

Business Process & Re-engineering Operations Program Manager

- Managed and implemented PMO initiatives, including: standardization of portfolio and project management principles, practices, and processes across 4 region
- Integrated Tableau into capital planning & resource management process; identified resource gaps and project constraints for >\$50 million operations budget
- Managed Covid-19 PPE vendor relations, supply demand planning, reporting, global donations and distribution across 25 countries & >500 retail stores
- Redefined technical requirements for struggling hardware reuse program; implemented new SAP system to automate order & fulfillment process for relaunch within 1 year

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PROFESSIONAL EXPERIENCE (Continued)

ICF OLSON, Chicago IL **2017-2019**

Senior Manager Consultant, Strategy & Digital Transformation

Advised, designed, and deployed digital transformation strategies for cloud-based marketing automation tools, CRMs, digital asset, content management, & data analytics, including:

- Banking - Developed 3-phase e-marketing strategy to engage and convert new subscribers; provided strategy support for Adobe Campaign developers to optimize current workflows
- Medical Devices - Designed 4 business playbooks and workshops (digital strategy, channel selection, content creation, data analytics) to teach digital fundamentals
- Non-Profit Advocacy Group - Defined and implemented taxonomy standards and processes for ontology development and governance to power Adobe AEM content personalization
- Advanced Manufacturing - Led discovery workshops and created business requirements to guide a complex SAP Hybris implementation giving client a 360 view of customer journeys

FULLSTACK ACADEMY, Chicago IL **2016-2017**

Campus Director - Software Engineering School

- Owned the P&L for 1st campus expansion; responsible for determining resource requirements, increasing enrollment, building corporate partnerships
- Analyzed competitive landscape to set revenue goals, pricing, and marketing strategy
- Hired, on-boarded, and developed diverse instructors; achieved 100% job placement rate

WHIRLPOOL CORPORATION, Benton Harbor MI **2015-2016**

Marketing Business Relationship Manager & IOT Program Manager

CINTAS CORPORATION, Cincinnati OH **2011-2013**

Digital Marketing Manager

EDUCATION

CORNELL UNIVERSITY, Ithaca NY **2021**

Diversity & Inclusion Certification Program

UNIVERSITY OF NORTH CAROLINA, Chapel Hill NC **2015**

Kenan-Flagler Business School

Master of Business Administration (MBA), General Management & Innovation

- Abroad: SDA Bocconi School of Management, Italy; Sasin Chulalongkorn, Thailand

UNIVERSITY OF CINCINNATI, Cincinnati OH **2009**

Bachelor of Business Administration (BBA), Marketing