

Heidi Hartman

Mission-Driven Change Agent & Learning Professional

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Recognized for ability to consult with organizations and clients to clarify workflow and pain points and work to improve systems, processes, resources and tools to meet business needs.

History of orchestrating and facilitating learning programs and events intentionally designed to foster leadership development, cultivate networks, instill a culture of trust, and leverage a unique format for innovative results.

Radiates positive & infectious energy with unique talent for creating connection and building community, influencing and making people feel at ease, and navigating difficult, uncertain situations to get things done.

PROFESSIONAL EXPERIENCE

Learning & Development

- Consulted on **redesign of the onboarding strategy** for experienced hires at a large global consulting firm.
- Initiated and **developed a 6-course webinar** series to teach marketing skills, video production and social media to program presenters, leveraging subject matter experts to deliver content.
- **Facilitated business case studies** at conferences, creating a safe and engaging space to ensure a shared learning experience.
- Coached conference speakers to **develop and present interactive sessions**, resulting in increased audience engagement and participation.
- Designed and facilitated a **personal branding workshop** for colleagues, resulting in the creation of effective credentials.
- Devised and managed a **social media internship program** to support Hollyhock's online engagement strategy. Recruited, hired and trained 6 interns.

Consulting & Change Management

- **Transformed Hollyhock's marketing strategy** from singular organizational voice to capturing and sharing transformational learning stories. Established a sense of urgency, got stakeholders on board, communicated the change, created short term wins, and institutionalized the new approach.
- Developed relationships and guided hotels on the **implementation of environmentally sustainable practices** for their events and operations.
- Engaged Russian entrepreneurs in 70 diverse sectors (agriculture, hospitality, retail, construction) to team together to **explore solutions to grow their businesses** and reduce corruption.
- Interfaced with the CEO, web design team and target audience to develop needs analysis in preparation for the **redesign of organization's website**.
- **Re-established lines of communication and trust** between CEO and staff to break from long-term misunderstandings, saving time and resources.
- Effectively **transitioned long-term role** through development of job descriptions, identifying and interviewing potential candidates and building comprehensive onboarding manuals.

EDUCATION

Masters in Science, Learning and Organizational Change (MSLOC)

Northwestern University,
Evanston, IL (March 2017)

Organizational & Leadership Coaching Certificate

Northwestern University (March 2016)

**Bachelor of Arts,
International Relations & Russian**
University of Southern California (USC),
Los Angeles, CA

SKILLS

Training & Development

Change Management

Project Management

Coaching & Facilitation

Systems & Design Thinking

Strategic Communications

Consulting

Event Production

Virtual Team Management

Social Media Marketing

WORK HIGHLIGHTS

Led production of **20+ social venture conferences** with 100-400 attendees

Transformed educational center marketing strategy from top-down to bottom-up

Engaged Russian entrepreneurs to work together to explore solutions to grow their business and reduce corruption

Process Improvement

- **Identified problem** with managing leads and effectively oversaw the implementation and take-up of a CRM system, resulting in increased sales.
- Facilitated dialogue amongst operations team **to understand needs and identify goals**, resulting in stronger communication channels and improved processes.
- **Created sales process and marketing plan** to promote a new digital education game, *Planet Protector Academy*, resulting in additional usage licenses.

Conference Production and Project Management

- **Managed all aspects of producing 4 annual Social Venture Institutes (SVI)** of up to 150 attendees each. Developed agenda and managed \$120K budget, speakers and sponsors. Liaised with the leadership advisory committee and speakers to create an inviting, inclusive and engaging event.
- **Oversaw logistics for 3 annual Member Gatherings (up to 285 attendees)**, 3 Fall Conferences (up to 325 attendees) and 2 SVI Women's Gatherings (up to 90 attendees), including production of print program book and directing agenda and session development by managing diverse viewpoints on conference committees. Considered hundreds of suggestions and requests with diplomacy and sensitivity.

WORK HISTORY

Senior Consultant

Heidi Hartman Freelance, Vancouver, BC, 2013–Present

Leverage project management skills to provide coaching and business consulting for non-profits and solo-preneurs. Clients include: Elizabeth B. Crook, Orchard Advisors, Connecting Compassion, Hollyhock, Social Venture Institute, Dreamrider Theatre.

Graduate Assistant, Community and Academic Services

Northwestern University, Evanston, IL, Fall Quarter 2015

Served as a community manager for the enterprise social network servicing a community of 100+ students, faculty and alumni. Iterated and improved technology onboarding process for new students to streamline use of new software.

Social Venture Institute (SVI) Hollyhock Producer

Renewal, Vancouver, BC, 2008–2012

Produced the annual conference for 150 business leaders managing all work streams including marketing and event recruitment, content development, speaker coaching, community building, sponsor relations, budget management, etc.

Social Media and Vancouver Marketing Manager

Hollyhock Educational Retreat Centre, Vancouver, BC, 2008–2012

Initiated and managed the transformation of the marketing strategy to leverage social media to expand Hollyhock's brand and visibility.

Senior Event Manager

Social Venture Network (SVN), San Francisco, CA, 2005–2008

Managed conference delivery for 3 conferences a year including managing the team (3-9 people), directing agenda development, negotiating diverse personalities on committees, and leading sustainability change initiatives in event locations.

Manager of Special Projects and Publications

Center for Citizen Initiatives (CCI), San Francisco, CA, 2001–2005

Worked with ED on special projects to organize multiple conferences in Russia, and Washington, DC, designed print publications and supported anti-corruption initiatives.

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RELEVANT COURSEWORK

Cognitive Design; Intro for Design in Learning Sciences; Accelerating/Advancing Learning & Performance; Creating & Sharing Knowledge; Leading with Strategic Thinking; Executing Strategic Change; Designing Sustainable Strategic Change; Building Transformational Client Relationships; Coaching for Learning & Performance; **Masters Thesis**, Rethinking Defensiveness in Unconscious Bias Trainings

RELATED TRAINING

Coaches Training Institute, March 2014

Completed 5 in-person experiential workshops integrating 3 foundational coaching principles: Fulfillment, Balance and Process.

Heart of Facilitation, Fall 2013-Spring 2014

The training weaves personal growth with skill building in facilitation, group work and arts-based practices to help people lead creative, transformational learning programs.

ADDITIONAL INFORMATION

Robson Park Coop, Board Member, 2017

Association for Talent Development (ATD), Member, 2016-Present

SVI Hollyhock, Leadership Team, 2013-15

Served as member of leadership advisory committee directing the production of SVI Hollyhock.

Technical Capabilities

MS Suite; Google Suite; InfusionSoft; Jive Collaboration Software; AdobeConnect; Blue Jeans; Salesforce; Word Press; Hootsuite; Mailchimp; social media tools (Twitter, Facebook, Instagram, YouTube)