

# Nicole Haddenham

DIGITAL HR + WORKPLACE | PRODUCT MANAGEMENT  
STRATEGIC COMMUNICATIONS | KNOWLEDGE + CONTENT STRATEGY

## PROFESSIONAL PROFILE

With a drive and passion to improve the employee experience, I lead the development and execution of award-winning digital strategies that improve processes and inform and connect employees. I am intellectually curious, unsatisfied with the status quo and happiest resolving problems and leading a team to develop solutions that make a difference for the user. You'll often hear me asking, "what if?" as I approach challenges through the lens of a no-constraints philosophy. A recognized expert in communications, technology and human resources and experienced in the development and delivery of people technology projects and solutions, I bring a unique blend of creative, technical and business savvy. I have also developed and led multi-discipline company-wide functions, including intranet/digital workplace, communications and HR service delivery. As such, I am a recognized expert and conference presenter for digital workspace, internal communications and project management.



## KEY ACCOMPLISHMENTS

- Execution executive and product owner for full technology lifecycle of HRSD transformation at Fortune 500 company for 20,000-plus employees, from strategic roadmap planning to product/vendor assessment and successful on-time (and under-budget) deployment of ServiceNow HR Professional.
- Led award-winning intranet project (project manager and product owner), the deployment of which became a company benchmark and was recognized nationally (change management) as best website launch by PR Daily.
- Developed multiple internal communications program, standards, metrics and multi-year roadmap and built high-performing team to successfully implement.
- Led and developed high-performing teams including designers, developers, writers, service-center agents, team managers and knowledge base managers.
- Featured speaker at international and national conferences.
- Developed and launched multiple successful champions networks leading to improved cross-functional communication, collaboration and change management efforts.
- Project lead and participant for multiple community programs including company-wide volunteer week, pro bono challenge and community ambassadors committee.
- Developed and implemented governance (procedures style guides, attestation, reporting) models for digital workplace, intranet, knowledge management and case management.
- Led project for award-winning new employee video improved engagement and understanding of company for internal and external stakeholders.
- Served one-year term as AmeriCorps VISTA member with Delaware Mentoring Council.
- Other successful corporate-wide projects and technology implementations:
  - Increased effective communication between organization and members through design, build and implementation of member management system (SharePoint).
  - Improved efficiency by increasing comprehension of acronyms, abbreviations and industry terms through design, build and implementation of corporate online glossary allowing for contribution by all employees through advanced workflows.
  - Drove knowledge management and collaboration initiative through the redesign of corporate intranet and coinciding SharePoint upgrade and migration.



## FOCUS AREAS

- Change management
- Content development + management
- Digital workplace strategy
- Employee portal development + management
- Knowledge-centered support
- HRIS
- Leading teams
- Process improvement + automation
- Strategic internal communications
- User + employee experience



## TECHNICAL SKILLS

- Agile development process
- AP Style
- Email marketing platforms
- Jira
- MS SharePoint + O365
- SaaS platform implementation + management
- ServiceNow
- Social media platforms + management
- Survey platforms
- Usability + UX testing
- WordPress
- Workday



Denver, CO 80204



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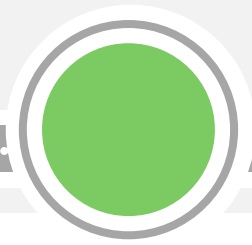
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## EXPERIENCE

### Managing Director, HRIS + Digital Product Management | Charles Schwab

Denver, CO | 2018-present

- As HR service delivery product manager, develop and execute strategy and processes that guide the product's progress to ensure high-quality interactions and accurate information are delivered to employees.
- Provide vision and leadership while overseeing the HR services center as the first point of contact for employees on inquiries pertaining to various HR programs.
- Develop and execute knowledge strategy, processes and governance to ensure high-quality interactions and accurate information are delivered to employees.
- Drive the adoption of self-serve technologies and enrich content through new and innovative means.

### Senior Team Manager, HR Digital Content + Intranet | Charles Schwab

Denver, CO | 2016-2018

- Led and supported activities that impacted the employee experience, including development of practices and processes to ensure consistent and streamlined approach to HR-centric technology interactions.
- Analyzed user behavior and analytics to make data-driven content improvements.
- Product manager/owner for the corporate intranet, guiding teams in backlog prioritization and supporting launch activities through change management, product marketing and communication strategy development.
- Led a team of web developers who supported HR presence on intranet.

### Head of Internal Communications | Tri-State G&T

Denver, CO | 2014-2016

- Responsible for, and led team of web designers and content creators, to support internal corporate marketing, news and digital workplace functions.
- Product manager/owner for employee-facing communication vehicles, including company intranet, digital signage, reputation management (e.g., Glassdoor and LinkedIn company profiles), internal email platform, executive communications.
- Internal leadership appointments included: Tech Council, SharePoint Governance, IT Policy Advisory Committee (chair), OD Council and PM Community of Practice.

### Strategic Communications Project Manager | Tri-State G&T

Denver, CO | 2012-2014

### Corporate Communications Specialist | Tri-State G&T

Denver, CO | 2007-2012

### Community Relations Coordinator/AmeriCorps ViSTA | DMC

Newark, DE | 2006-2007

### News Reporter | Meade County Times-Tribune & Rapid City Journal

Sturgis, SD | 2002-2006



## EDUCATION

### MASTER CERTIFICATE ADVANCED STUDY /2013

Technology and Information Systems,  
Project Management | University of Denver

### MASTER OF SCIENCE /2006

Administration, HR Management  
Specialization | University of South Dakota

### BACHELOR OF ARTS/2003

Journalism | University of Wyoming



## GALLUP TOP FIVE

INPUT | LEARNER | FOCUS ACHIEVER  
| COMPETITION



## COMMUNITY

- Denver Creates writing group (founder)
- Denver Jaycees Board (president)
- Denver VOICE Board (president)
- Goodwill Industries (Summer Bridge)
- IABC
- Junior Achievement (classroom)
- Schwab Community Ambassadors
- Schwab Pro Bono Challenge (lead)
- Schwab Volunteer Week (lead)
- ServiceNow User Group
- Mentor (multiple programs)



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