

# Nicole Haddenham

DIGITAL WORKPLACE | EMPLOYEE EXPERIENCE  
INTERNAL COMMUNICATIONS

With a drive for excellence and a passion for fostering a positive employee experience, I lead award-winning digital workplace initiatives and teams that focus on empowering employees through collaboration, communication and connection. I am a life-long learner who is intellectually curious and unsatisfied with the status quo. You'll often hear me asking, "what if?" as I approach challenges through the lens of a no-constraints philosophy. Throughout my career, I have been successful in developing and leading multi-discipline company-wide functions, including intranet/digital workplace, internal communications and HR service delivery. As such, I have had the pleasure of sharing with others through speaking and serving on panels at a variety of conferences for digital workspace, internal communications and project management.



## KEY ACCOMPLISHMENTS

- Served as execution executive and product manager 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 manager), the deployment of which became a company benchmark and was recognized nationally for change management by PR Daily (best website launch).
- Developed internal communications programs, standards, metrics and multi-year strategy and hired/developed high-performing team/organization to successfully implement.
- Featured speaker at international and national conferences.
- Launched multiple successful change networks, leading to improved cross-functional communication, collaboration and change management efforts.
- Project lead and participant for corporate community programs including company-wide volunteer week, pro bono challenge and community ambassadors committee.
- Developed and implemented governance (procedures, style guides, attestation workflow) models for digital workplace, intranet, knowledge management and case management.
- Led project for award-winning new employee video which improved engagement and organizational for internal and external stakeholders.
- Recognized for outstanding contributions and leadership as the recipient of a corporate key contributor award (three years) and HR HERO award.
- Served one-year term as AmeriCorps VISTA member with Delaware Mentoring Council.
- Increased effective communication between organization and members via 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.
- Served/currently serving on multiple advisory councils/committees: ServiceNow Product Advisory Council, Tech Council, SharePoint Governance Council, IT Policy Advisory (chair), Organizational Development Council and Project Management Community of Practice, New Employee Welcome (Certified New Employee Welcome Facilitator), Employee Technology Experience (one of 22 corporate business liaisons).



## TECHNICAL SKILLS

- Agile development (product owner)
- AP Style
- Atlassian (Jira, Confluence)
- Email marketing platforms
- MS SharePoint + O365
- SaaS platform implementation + management
- ServiceNow
- Social media platforms
- Survey platforms
- Usability + UX testing
- WordPress
- Workday



## FEATURED SPEAKER

- Colorado Jaycees Conference
- Employee Communications Conference
- Best Practices for Employee Communications in a Digital Workplace
- Intranets for Internal Communications
- Intranet Global Forum
- Employee Experience Summit



San Francisco, CA



720.624.6352



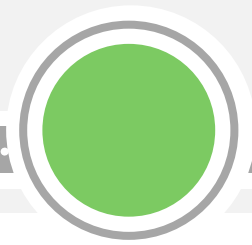
[nicole@nicjoy.me](mailto:nicole@nicjoy.me)



[nicjoy.me](http://nicjoy.me)



[@nicjoy](https://twitter.com/nicjoy)



# Nicole Haddenham

DIGITAL WORKPLACE | EMPLOYEE EXPERIENCE  
INTERNAL COMMUNICATIONS



## EXPERIENCE

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

*San Francisco, CA | 2018-present*

- Define strategy and product roadmap for service management platform based on long-term product vision, user needs, market trends and platform capabilities.
- Drive adoption of self-serve technologies and enrich content through innovative means while ensuring platform meets objectives by increasing employee adoption and usage through the development and deployment of change management and product marketing strategies.
- Develop and execute knowledge strategy, processes and governance to ensure employees receive high-quality interactions and accurate information.

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

*Denver, CO | 2016-2018*

- Led and supported activities that impacted the employee experience, including the development of practices and processes to ensure a 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 the intranet.

### Internal Communications Manager | Tri-State Generation & Transmission

*Denver, CO | 2014-2016*

- Product manager/owner for employee-facing communication channels, including the company intranet, digital signage, reputation management (e.g., Glassdoor and LinkedIn company profiles) and internal email platforms.
- Developed and led a team of web designers and content creators to support internal corporate marketing, news and digital workplace functions.
- Partnered with senior executives to establish organizational messages and formulate communication strategies to support a variety of situations (e.g., crisis).

### Strategic Communications Project Manager | Tri-State Generation & Transmission

*Denver, CO | 2012-2014*

### Corporate Communications Specialist | Tri-State Generation & Transmission

*Denver, CO | 2007-2012*

### Community Relations Coordinator/AmeriCorps VISTA | Delaware Mentoring Council

*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

- Delaware Mentoring Council (mentor)
- Denver Creates writing group (founder)
- Denver Jaycees Board (president)
- Denver VOICE Board (president)
- Goodwill Industries (mentor)
- IABC
- Junior Achievement (classroom leader)
- National Electric Cooperative Mentoring Program (mentor)
- Professional BusinessWomen of California
- Schwab Community Ambassadors
- Schwab Pro Bono Challenge (lead)
- Schwab Volunteer Week (lead)
- The Good Dog Rescue (foster)



San Francisco, CA



720.624.6352



[nicole@nicjoy.me](mailto:nicole@nicjoy.me)



[nicjoy.me](http://nicjoy.me)



[@nicjoy](https://twitter.com/nicjoy)