

Nicole Haddenham

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

PROFESSIONAL PROFILE

With a drive and passion to deliver a positive employee experience, I lead the development and execution of award-winning digital strategies that improve processes, connect employees and drive engagement. I am a life-long learner who is 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, change management, technology and human resources within highly-regulated industries, I have developed and led multi-discipline company-wide functions, including intranet/digital workplace, internal 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 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 multiple internal communications program, standards, metrics and multi-year roadmap and built high-performing team/organization to successfully implement.
- Lead and develop high-performing teams including web designers, developers, writers, service-center agents, team managers, knowledge base managers and business analysts.
- 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 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 understanding of company 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.
- Other successful corporate-wide projects and technology implementations:
 - 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 workflow
 - Drove knowledge management and collaboration initiative through the redesign of corporate intranet and coinciding SharePoint upgrade and migration.



FOCUS AREAS

- Change management
- Content + knowledge management
- Digital workplace strategy
- Employee portal development + management
- HRIS/HR Technology
- Leading + developing teams
- Process improvement + automation
- Product management
- Corporate/internal communications
- User + employee experience



TECHNICAL SKILLS

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



San Francisco, CA



720.624.6352



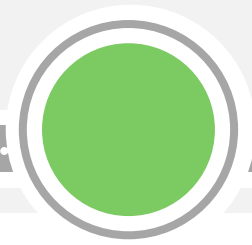
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EXPERIENCE

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.
- 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.

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

- 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.
- Developed and led team of web designers and content creators to support internal corporate marketing, news and digital workplace functions.
- 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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