

Summary

Laura Campbell has 15 years of experience building new, innovative service offerings and leading large, complex engagements across the technology, healthcare, higher education, and energy sectors. Her experience spans redesigning processes to streamline work, standardizing policies across business units, designing and implementing supporting technologies, and implementing training and change management to successfully roll out change. Engagement outcomes include enhancing the employee experience, increasing connection across people and teams, infusing well-being into everyday life, and elevating organizational essentials, such as values, purpose, culture, and behaviors. Laura holds an M.B.A. from the Scheller College of Business at Georgia Institute of Technology and an M.S. and B.S. in industrial engineering from the Georgia Institute of Technology.

Areas of Specialization

- Human capital management
- Multifunction shared services
- Technology selection and optimization
- Organizational design and staffing
- Program design and implementation
- Process improvement

Recent Assignments

- Led an HR shared services implementation at a top university focused on improving the employee experience. Built foundation for future function rollouts (finance, IT, research), implemented new HR operating model, streamlined HR processes, and implemented new technologies
- Led a top Bay Area tech company's HR and IT leaders through envisioning their future state consumer-grade digital employee experience. Created the implementation roadmap and business case, conducted technology vendor selection, and built buy-in for the initiative across the leaders and their teams
- Created the strategy, vision, and plan to deliver unparalleled persona-based onboarding experiences focused on connection from the date of accepting the offer, providing "wow" moments, facilitating proactive nudges, and enabling pre-hires and new hires to find information when, where, and how they need it
- Led multiple large engagements developing technology strategies and business cases and successfully executing large technology implementations (including ServiceNow, Salesforce, etc.) focused on improving the employee experience and enabling new, innovative operating models
- Built a new HR COE from the ground up focused on delivering better employee experiences, identifying continuous improvement opportunities through quantitative analysis, and increasing compliance at a large healthcare organization
- Led the global HR transformation effort at a large, high-tech company to scale HR effectively while improving the employee experience during the company's rapid growth. Engagement included redesigning the HR operating model, redesigning HR processes, and streamlining HR technologies
- Mapped end-to-end HR business partner and employee relations processes to identify key pain points and improvement opportunities at a large healthcare organization. Implemented Salesforce to automate, streamline, and enable continuous improvement of HR business partner and employee relations processes
- At a large consulting firm, created and led a large team of subject matter experts and developers to build visionary HR-focused artificial intelligence solutions to improve the employee experience and streamline HR processes; built solutions spanning onboarding, wellness, learning, performance, etc.
- At a large Canadian University, managed the HR, finance, and research transformation focused on driving operational efficiencies while improving the employee experience. Included redesigning more than 150 processes, implementing supporting technologies, developing and executing a large-scale change management effort, and reorganizing and upskilling staff. Resulted in improved customer service and an anticipated increase in research funding due to the faculty's ability to focus on grant proposals rather than on administrative work
- Oversaw a large HR transformation effort at a world-renowned healthcare organization focused on delivering an unmatched employee experience. Developed a business case and comprehensive implementation plan to transform the HR organization and implement supporting technologies. Oversaw the end-to-end mapping of reimagined HR processes, redesign of policies across lines of business, design of the future state HR organization structure, implementation of supporting HR tools and technologies (e.g., new employee portal and Oracle HCM Cloud), and development of the change management plan