

Heather Holladay Gates

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PROFESSIONAL SUMMARY

Seasoned professional with extensive business background combining Operations, Project Management, HR, Customer Service, Marketing and Business Development in corporate, small business, non-profit and healthcare settings. General business knowledge of Accounting and Finance, Legal, Sales, Production, Shipping, Regulatory Compliance and others round out a vast skill set to help businesses achieve their goals. Excellent communication, relationship-building and problem-solving skills foster initiative, versatility and confidence to get things done.

- **Operational Improvement/Policies and Procedures/Onboarding** - Well-versed in process/workflow review or creation in order to strengthen policies, processes and procedures. Have documented procedures for many types of businesses. Created the first HR policy online resource at a corporate office and rolled out across their U.S. satellite locations. Led individual and group sessions to resolve problems, conflict and inefficiencies with existing procedures. Developed numerous onboarding tools and training resources for new employee processes and orientation. Created and conducted trainings on many topics.
 - **Project Management** - Plan, oversee and/or work alone on projects with timelines, budgets, internal and external stakeholders. A sampling of projects includes revamping procedures and standards, developing a leadership development program, transitioning to a new I/T provider, adopting a new Customer Relationship Management System, conducting employee retention surveys with resulting data, improving customer service procedures and developing patient care protocols.
 - **Problem Solving** - High level of comfort and success with unknown situations, various lines of business and general trouble-shooting. Built departments from the ground-up without prior knowledge of business area and have entered existing situations to determine where improvements could be made. For one employer, developed new procedures, budgets, internal and external customer service standards, and designed a problem-resolution tracking system. Saved an estimated \$1.7 million annually by enhancing performance and creating tools to measure success including quality control, customer service monitoring, performance measurements, auditing and reporting.
 - **Communication and Relationships** - Able to relate to all types of people at all levels from front-line employees to executives. Proven success in repairing strained internal and external relationships. Developed all types of written and audio communication pieces – handbooks, newsletters, policies, procedures, training materials, marketing collateral, benefit summaries, new employee information, videos, social media, etc. Uniquely able to see the big picture as well as drill down to the details, allowing for both effective participation in strategic planning as well as translation into day-to-day operations. This has been useful in implementing leadership's goals among employees, customers and vendors/suppliers.
 - **Facilitation and Training** – Conduct in-person and online sessions for all levels of participants including front-line employees, executives and community leaders in audiences of one to several hundred. A sampling of sessions facilitated includes strategic planning, creative group problem solving, workflow process improvement, training sessions, employee feedback sessions, staff meetings and more.
 - **Human Resources and Organizational Development** - Previous work in Human Resources roles and earning Professional in Human Resources certification lends itself to knowledge with HR-related issues and workplace-related topics such as Benefits, Recruiting, Interviewing, New Hire Orientation and Training.
 - **Corporate Gifting** - Provide services for personal and corporate gifting for employee & customer recognition.
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Heather Holladay Gates, continued...

WORK EXPERIENCE

Gates Consulting LLC, *Principal*

2006 – present

Provide freelance project management and day-to-day operations support. Common projects include serving as a temporary or part-time extra set of hands, documenting/creating processes and procedures, managing special projects, troubleshooting, creating visual workflows and training materials, facilitating team sessions, providing communications guidance, recruiting, new employee training and other HR/Operations projects. Clients have included Retail, Publishing, Medical, Consulting Firm and Home Health Corporation from 5 to 50,000 employees.

d/b/a Holladay Gifts within Gates Consulting LLC

2021 – present

Provide custom corporate and personal gifting services for customer and employee recognition. Work with clients to meet unique needs of each situation to provide a memorable gift for each recipient within the client's budget.

Leadership Louisville Center, *Program Manager*

2004 – 2006

Managed Ignite Louisville young professional leadership program, Spirit Louisville high school program, Focus Louisville community awareness program, and co-created Louisville 101, an orientation program for new Louisville residents and leaders. Responsibilities included design, budgeting, facilitation, logistics and execution.

Career Resources, Inc., *Director*

2003 – 2004

Directed HR, Marketing, I/T & Facilities Management. Managed projects related to business development and created strategic plan and budgets. Built relationships with community organizations such as Greater Louisville Inc and KentuckianaWorks to attract and retain workers in Louisville. Monitored results and presented to the Board.

SHPS, Inc., *Program Operations Manager*

2002

Managed day-to-day operations of new business line for absence management software. Managed high profile clients including Intel, CIGNA, Citibank and Salomon Smith Barney.

Vencor, Inc., (now Kindred Healthcare) and Atria, Inc., *HR Manager* (Atria was a division of Vencor at time of transition)

1996-2002

Joined Vencor as recruiting assistant and quickly promoted to benefits supervisor to create a benefits operations department of 20 employees. Managed enrollment, problem resolution and customer service to support 80,000 employees nationwide. At Atria, managed conversion to new payroll/HR system. Created new department for benefits support and was responsible to administer programs for 8,000 employees. Promoted to HR Manager.

TECHNICAL SKILLS

Social Media Content (Facebook, Instagram, etc.); Office (Word, Excel, Powerpoint, Visio, Sharepoint); Google (Docs, Sheets, Slides); Various Database Software/Reporting Tools (HRIS, CRM, Sales, Patient Tracking and Electronic Records); Graphic Design (Canva and more); Various website design interfaces

EDUCATION

Master of Business Administration,
University of Louisville, Louisville, KY;
Bachelor of Science in Business,
Murray State University, Murray, KY;
Professional in Human Resources (PHR) certification
(earned and expired)

COMMUNITY LEADERSHIP (Current and Previous)

Assumption High School Parent Organization, St. Agnes School Parents' Organization Hospitality, Southeast Christian Church Women's Ministry Table Leader, Christian Academy of Louisville PTO Committee Chair; Highland Presbyterian Church Weekday School Strategic Committee; Parents Day Out Board of Directors; Kosair Children's Hospital Foundation Task Force; Young Professionals Association of Louisville (YPAL) Board of Directors - Executive Committee, VP of Administration and other Committee Chairs; Greater Louisville Community Branding Project Team; Junior Achievement School Mentor Women4Women Connections Task Force Steering Committee; National and Local Society of Human Resource Management (SHRM & LSHRM)