

# CRYSTAL L. PETERSON, SPHR

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## HUMAN RESOURCES PROFESSIONAL WITH OVER 20 YEARS OF HR BUSINESS PARTNER EXPERIENCE

*Strategic Business Partner · Strong Organizational Development & Process Design Skills · Change Agent · Credible Coaching and Counseling · Strategic Recruitment & Staffing · Cross-functional Teamwork · Diversity & Inclusion Champion*

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### PROFESSIONAL EXPERIENCE:

**Brown-Forman, Louisville, Kentucky** March 2012 – Present

***VP, Human Resources Director, Global Production (2017 – Present)***

***VP, Human Resources Director, North America & Latin America Regions (2015-2017)***

***Human Resources Director, North America Region (2013-2015)***

***Human Resources Manager, North America Region (2012 – 2013)***

Lead the Human Resources function and team for our Global Production organization. Responsible for aligning the people initiatives to business goals by ensuring effective implementation of people development programs, performance management systems, succession planning frameworks, labor relations, recruiting and hiring processes, and diversity and inclusion initiatives.

- Serve as a key member of the Global Production and Human Resources Leadership Teams.
- Responsible for an HR team across 26 production sites/functions, including union and non-union sites, production manufacturing environments, a supply chain organization, research & development, quality and corporate engineering.
- Coach business leaders on leadership behaviors and practices, employee communication, development and performance management strategies to promote engagement and a culture of continuous growth and development
- Co-lead, with Chief Production Officer, our Diversity & Inclusion strategic pillar. Develop and integrate strategies to ensure alignment with the company's Diversity & Inclusion ambitions.
- Created a toolkit for HR Business Partners to strengthen the relationship between HR and the Office of Diversity & Inclusion. Toolkit includes actions for HRBPs to increase/enhance their personal diversity & inclusion journey, strengthen partnerships with business leaders and D&I partners, and develop skills to mitigate bias throughout the employee life cycle.

**Insight Communications, Louisville, Kentucky** April 2011 – March 2012

***Sr. Manager, Human Resources, Insight Business***

HR Business Partner for Insight Business, the Commercial Sales and Services division of the company. Worked closely with the VP of Insight Business and the senior team on general strategic direction for the division. Responsible for the recruitment, orientation, employee relations, organizational development, performance management, and coaching/counseling needs of the senior level management team.

- Responsible for the HR process for local staff, as well as the field sales team. Worked closely with Sales Leaders on recruiting and staffing, employee relations and training for the Sales division. Worked with department leaders on developing talent strategies for each team.
- Managed compensation programs for the division in conjunction with company guidelines, including recommendations for pay rate changes, and assisting in the analysis and design of commission/incentive programs.
- Oversaw all employee relations activities including reporting, conducting employee investigations and making recommendations based upon findings.

**Doe-Anderson Advertising**, Louisville, Kentucky

February 1998 – March 2011

**Sr. Vice President, Human Resources Director (4/07 – 4/11)**

**VP, Human Resources (3/02 – 4/07)**

**Human Resources Manager (2/98 – 3/02)**

Initially recruited to create the Human Resources department within the Agency. Performed full function HR generalist activities including employee relations, organizational development, recruiting and staffing, performance management, compensation, and HR processes. As a member of the Agency's Board of Directors, I also contributed to the strategic planning for the Agency and ensured that our Human Resources initiatives were aligned with the Agency's goals/objectives.

- Launched 'Idea Group' meetings that increased communication between CEO and employees. Also worked closely with communications team to establish quarterly newsletter which included agency business updates and employee profiles.
- Recommended and implemented a training program focused on educating and training managers to become better leaders. Also developed and executed a cross-functional training program for entire Agency which enabled employees to work seamlessly across teams.
- Established and centralized the Agency's recruiting process. Worked with department heads to forecast talent needs, centralized candidate flow and decreased time to fill. Continuously reviewed and updated process to utilize new technology and techniques. Within one year, reduced recruiting costs (down 30%).
- Revamped the Agency's performance management process to include 360° feedback. Led training for all department leaders on new process. Continued to thoroughly review feedback/results and recommended next steps and follow-up items. Enhancements worked by giving employees clearer understanding of development opportunities across all roles.
- Assisted former CEO in the succession plan for the company. Worked closely with CEO and the Board of Directors to determine needs, process, timing and messaging. Resulted in a transition with minimal disruption to day-to-day operations.
- Completed a thorough review of the organizational structure and determined key areas for change/process improvements. Worked closely with the new CEO and COO in successfully integrating department heads and employees into new roles and responsibilities.

**Day & Zimmermann Staffing (YOH)**, Louisville, KY

October 1996 – February 1998

**Staffing Manager**

Responsible for the recruiting process for several clients, including General Electric Appliances (\$40M account).

- **Developed "Hot Sheet" for managers, which resulted in increased job orders.** Responsible for first and second quarter cost savings totaling \$130,000.
- **Selected from group of over 20 Staffing Managers to open new D&Z office** for Ingersoll Rand in North Carolina.
- **Streamlined supplier information/contracts** for compliance in staffing program.
- **Recruited, interviewed and hired** both salaried and hourly positions in the Marketing and Engineering departments.

**ADDITIONAL PROFESSIONAL EXPERIENCE:**

**Doe-Anderson Advertising**, Louisville, KY

April 1996 – October 1996

**Account Manager**

**Northlich Stolley LaWarre Advertising**, Cincinnati, OH

November 1992 – April 1996

**Assistant Account Manager**

**EDUCATION:**

**Xavier University**, Cincinnati, Ohio

BSBA, Marketing