

**MELANIE R. RUDNICK**

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Certified Executive Coach and Human Resource Leader with experience driving increased organizational and personal performance across a variety of businesses. Proven ability to apply human resource programs and services to key organizational goals. Expertise in motivating and leading development, training, organizational design and communication planning for strategic, impactful business results.

- ♦ Leadership and Team Development
- ♦ Project/Program Management
- ♦ Executive Communications
- ♦ Strategic Internal/Employee Communications
- ♦ Executive Coaching
- ♦ Training Design and Development
- ♦ Strategic Planning and Consulting
- ♦ HR Policies and Procedures

**PROFESSIONAL EXPERIENCE**

**Intel Corporation, Human Resources (July 1995 to current)**

Intel, the world’s \$35 billion leader in semiconductor innovation, develops technologies that change the world.

**Human Resource Management Experience:**

**Human Resources Manager, Digital Health Group**

Develop, implement and manage human resource programs and processes to support Intel’s worldwide start-up Digital Health Group. Direct and matrix-manage a team of human resource business partners to design compensation and retention programs, yearly performance management, diversity indicators and programs, staff the business and succession plans. Team with business management to implement leadership development plans and internal communication in order to successfully implement human resources programs.

**Key Accomplishments:**

- Developed organization plan to improve the business unit’s organizational health. The most recent survey showed improvements of more than 4% in 46 out of 60 questions.
- Managed two site closures including people movement and site services. Set new standard for aligning business with non-HR Intel departments for effective, less intrusive shut-downs with no legal issues, in record-time.
- Created integration plan for employees from acquired companies. Integration survey scores 100% on questions pertaining to ease of entry, knowledge of processes and procedures, first day office training.
- Created Intel’s *Legal Training for US Managers* class to improve understanding and execution of Intel’s diversity tactics, legal obligation and business-case.

**Human Resources Business Partner, Mobility Group**

Developed, implemented and managed human resource programs and processes in support of business goals for the Mobility Platform Group (~\$12 billion business with ~1,000 employees worldwide) and WiMAX Program Office (~200 employees worldwide). Partnered with executive management to design HR strategy and roadmaps to meet business goals and objectives. Consulted in areas of performance management and resolved complex employee relations issues: conducted investigations, provided advice and legal resolution.

**Key Accomplishments:**

- Developed decision making improvement program including implementing decision making model and flow chart for 10 different Mobility business groups (~10,000 employees). In one year, the program improved Org Health Survey scores on decision making by 10% points (from 58% to 68% favorable).
- To reenergize innovation, created the Mobile Platforms Group Wow and Innovation Program: a “science fair,” innovation award and “American-Idol”-type program to generate new ideas. It gained corporate-wide recognition and was featured in *HR Executive Magazine*. Org Health Survey scores in emotional commitment, motivation, intent to stay, improved greater than 10% year on year.

**Coaching Experience:**

**Certified Executive Coach, Intel Coaching Network**

One of elite team of 11 internal executive coaches worldwide. Design and develop personalized 6-9 month growth plans for senior leaders and managers. Continuously teach two classes: *Coaching For Excellence* for senior leaders and *Foundations for Coaching* for first line managers.

**Key Accomplishments:**

- Average class survey score on teaching expertise is 98% (4.90 on a 5.0 scale).

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- Two current coaching clients are on their second round of coaching due to their work and personal progress (one became a Vice President since the coaching relationship began).

### **Communications Management Experience:**

#### **Senior Global Communications Manager**

Defined and implemented marketing communications strategies, plans and key messages in support of Intel's Employer Value Proposition (EPV) program. Comprehend the complexities of global environmental factors as language, time zones and messages and collaborate with global communicators on managing communications, delivery and messaging. Provided (EPV) leadership and direction to the regional communication teams.

#### **Key Accomplishments:**

- Developed presentation that rolled out worldwide to align on EPV strategy and tactics.
- Developed global strategy for "engage-able moments" to energize management's focus on motivating employees.

#### **Human Resources Communication and Marketing Manager**

Developed marketing communication and internal branding strategy for human resources programs. Created worldwide communication team to align key messages and roll out programs: home PC, work/life effectiveness, compensation and benefits, open enrollment, performance review delivery, and redesign of the HR intranet site. Managed corporate projects including yearly Intel Achievement Award, Quarterly Business Update Meeting video production, Executive Office open forum tour, Intel's Mission, Objectives and Values employee badge program. Managed a team of three communications professionals.

#### **Key Accomplishments:**

- Developed the first Key Dates Calendar on the Intranet giving employees a centralized and easy way to understand upcoming HR programs and services, key dates and deadlines impacting them.
- Established a new process to deliver Day One open forums and celebrations for employees of newly acquired companies. Using the new process the mergers and acquisition team successfully managed events for seven acquisitions.
- Created *Communications – The Basics* class. Trained 83 HR employees worldwide to teach the class on presentation skills, how to write communication plans, develop strategy, and define what makes good communication. This class is still being taught at Intel 10 years after its creation.

#### **Employee Communications Specialist**

Managed corporate employee/internal communications and executive events across the California, Washington and Oregon sites (~30,000 employees). Managed Intranet site content, graphics, photos and page design. Wrote, edited and published corporate newsletter *Intel This Week* for above mentioned sites.

#### **Key Accomplishments:**

- Developed Intel's Intranet site "Circuit" and won the Intel Achievement Award (Intel's highest honor for individual achievement).
- Developed Site Communicator Resource Book, used worldwide by 100 communicators, to increase the effectiveness of deploying global communications listing country and communicator contact information.
- Owned the 25<sup>th</sup> anniversary gift distribution process at the 10K employee Oregon site involving 64 parties, managing 100 volunteers to distribute ~10K gifts. The effort won an Intel Recognition Award.
- Developed email distribution for *Intel This Week* to increase readership, gaining 98% readership.

### **Early Career (details available upon request):**

1992 - 1995     Marketing Director, Outdoor Empire Publishing  
1991 - 1992     Account Executive, Washington CEO, NINE Magazines, Fivash Publishing Group  
1989 - 1990     Account Executive, Upside Magazine, Upside Publishing Company  
1987 - 1989     Marketing Manager, Ramada Inns  
1982 - 1987     Associate Publisher, American Lifestyle Communications, Inc.

### **EDUCATION**

Certified Executive Coach - New Ventures West, San Francisco, CA  
Master of Science – Mass Communication and Journalism, San Jose State University, San Jose, CA  
Bachelor of Science – English, Lewis and Clark College, Portland, OR