

## CURRICULUM VITAE

# CHERYL LINDSAY, CDE, HRPM

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Senior Human Resources Diversity & Inclusion professional with diverse experience in world class innovative D&I strategies, strategic HR partnerships, functional org landscape & employee relations with all business functions (i.e. Legal, Manufacturing, Sales, Logistics, Finance, Information Technology, HR). Consult & Collaborate with Executive Team Leaders to provide proactive insights & solutions that secure superior results in the various Director roles (HR Generalist, HR Project Mgmt. Role, Employee Relations and Global D&I leader). HR environments of responsibility has included Textiles, Manufacturing, Sewing, Distribution Facilities and Corporate Office. *Nearly Twenty-Eight (28) years* of progressive experience in HR serving as a proactive change agent. An accomplished Human Resources professional viewed as a strong business partner in a fast paced, matrix consumer packaged goods organization. Results & multi-initiative orientation, high energy servant leader and team player with proven record of strong performance.

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## SIGNIFICANT ACCOMPLISHMENTS

*About HanesBrands Inc.: Marketer of Everyday Basic Apparel in the Americas, Europe and Asia .  
Global Workforce of over 70,000+ employees in over 40 countries.*

### **2014 - Present**

- Directs & leads all Employee Relations/Community Relations Initiatives for HBI headquarters for approximately 2,500+ employees and for all domestic employee groups.
- Leads Global Diversity & Inclusion initiative for HBI's Global Work Force facilitating the overall structure and needs
- Manage existing and new internal/external D & I development opportunities in coordination with Business Function Senior Team Members, HR Business Partners, Talent Acquisition, and other key stakeholders
- Designed, spearheaded & launched HBI's *first* domestic Women's Network and Young Professional's Network
- Work with VP, Corporate Social Responsibility on special international CSR projects internationally and lead and manage community engagement for HBI's domestic organization
- Designed and implemented HBI's Employee Resources Group/ Affinity Groups beginning with the Women's Leadership Network in 2014, the Veterans Affinity Group in 2017, The HBI Global Professionals in 2017 HBI Internationals Group in 2018 and the African American Business Resource Group in 2019. Also spearheading the Young Leaders United Group beginning in 2015.
- Designed and implemented HBI's *first* Global Women's Conference in 2013 and led/ Facilitated all from inception to current year 2019.
- Designed & implemented HBI's Inaugural On-Boarding program for management & executive level employees (*Developed for the purposes of providing essential resources & tools needed within an accelerated format so that they can deliver better results faster; introducing them to leaders and peers that will foster collaboration and business relationships; sharing business initiatives & exposing culture to align, as well as expose them to HBI's culture.*) and led/ Facilitated all from inception to current year 2019.
- Developed & implemented a Financial Analyst Rotation Program designed to build bench strength for the Finance Dept.
- Designed & led implementation of HBI Headquarters' first employee discount program available online and launched HBI's first mobile app available for approx. 3,500+ headquarters & manufacturing employees within W-S & surrounding areas.

### **2001-2013**

- Designed & launched HBI's First Women's Network and Roundtable Mentorship Program with Salem College.
- Designed & Launched HBI's First & Annual Global Women's Leadership Development Conference
- Designed & implemented a Talent Assessment tool that ranks employees, reveals skill gaps for positions and employees, uncovers bench strength, identifies retention opportunities and provides succession planning
- Launched HBI Global Diversity & Inclusion Mission, Vision, Values and Strategy

- Envisioned & Designed HBI's Day of Caring (Initiative for Employees to volunteer in our community one day a year)
- Envisioned, Designed & Implemented HBI's Agency Fair Day (Initiative for employees to learn about nonprofit orgs & sign-up to volunteer their time working in the areas that match their technical or leadership development needs)
- Designed & implemented HBI's 2007 Intern, (Undergraduate & MBA), program. Full program includes development of orientation, program structure, and final results presentation of cost savings/cost avoidance project assigned. Redesigned, led & facilitated the Intern program at Headquarters & New York Design loc. annually from 2008- 2012.
- Responsible for Daily HR functions including Organization Design, Strategic Partnership, Employee Relations and overall Generalist roles for functional groups from 2001-2008. Partnered & assigned to almost all functional areas within headquarters office which includes the following departments: (Sales/Customer Mgmt. Group, Retail Planning, Category Management, Legal, Operations/Manuf. , HR/Compensation & Benefits, Corporate Affairs, Finance Departments, NY Design Center) Other locations of responsibility include Cotton Warehouse, Sara Lee's Outer Banks Facilities, Eagle Pass & Northridge Distribution Centers.
- Facilitated HBI's Annual Headquarters Women's Networking / Development One Day Training Session.
- Designed & led facilitation of SLKP's first year Benefits Statement & Domestic/International Benefits/Compensation Survey
- Proven track record of heightened employee involvement, employee satisfaction and customer service at O/S & facility locations. Employee relations' skills are evident through previous facility & current Oak Summit's increased overall & personnel opinion survey results - with Personnel's increased scores at West Point averaging 27 points & Oak Summit's averaging 22 points.
- Continuously partner with senior executive team to engage in employee/community initiatives and employee affinity group initiatives.
- Continuously partner with HBI Leadership Team & Talent Acquisition group to recruit & retain key executive, management and administrative talent for rapid growth and sustaining initiatives.
- Partnered with HBI Business to develop and implement customer models of how we do business and align with key customers to drive for growth and stimulate customer collaboration/ business results
- Provided leadership and led change initiatives that ensured successful transition during business restructurings within various SLKP/HBI facilities and various Headquarter functional areas (i.e. sales, finance & Information Technology units.)
- Designed & implemented first succession plan that included pictures and potential positions.
- Partnered with Sales Executive leadership to develop, implement & execute CMG Sales Talent Assessment.
- Planned and facilitated payroll conversion and the automation of HBI's pay stub distribution for over 3,000 domestic employees.
- Designed and implemented progression model for Sales, Planning and Replenishment Analyst positions.
- Partnered with functional areas to develop 3 year domestic and international headcount long range plan.
- Assumed Benefits Generalist position and coordinated and assisted with benefit audits, coordinated domestic & international benefit/compensation survey and coordinated first Benefit Statement for all SLKP employees.
- Developed strategic addition and replacement of employees & skill sets that included: minimizing short-term and long-term reduction in forces and enabled capitalizing on increasing placement of critical skills to reduce overall cost.

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## PROFESSIONAL EXPERIENCE

<b>Director, Global Diversity &amp; Community Relations</b>	<b>2010 - Present</b>
<b>Director, Global Diversity &amp; Inclusion &amp; Project Mgmt. Officer</b>	<b>2009 - 2010</b>
<b>Director, Global Diversity &amp; Inclusion</b>	<b>2008 - 2009</b>
<b>Director, HR</b> <i>(Including Regional HR Director with Outer Banks)</i>	<b>2001-2008</b>
<i>(Locations Accountable for: New York Design Center, 2 Outer Banks Textile /Corp Offices &amp; Eagle Pass and HBI Headquarters functions)</i>	
<b>Manager, Human Resources, Sara Lee Underwear Division</b>	<b>1997-2001</b>
<b>Manager, Human Resources Manager, Sara Lee Knit Products</b>	<b>1995-1997</b>
<i>(Locations Accountable for: West Point Distribution &amp; Cotton Warehouse)</i>	

**Trainee Program, Human Resources Management, Sara Lee Knit Products**

**1991-1994**

*(Locations Accountable for: Hillsville Virginia Sewing, Farmington Road Sewing, Stratford Road Textile & Headquarters Office)*

**AWARDS**

- 2018 Black Enterprise Magazine, Top Executive in Corp Diversity
  - 2018 One of the 50 Most Influential African Americans – Black Business Ink Award
  - 2017 National Women of Achievement Award
  - 2017 City of Winston-Salem’s Outstanding Women’s Leaders Award
  - 2017 Delta Sigma Chapter of Phi Beta Sigma’s Social Impact Award
  - 2017 recipient of Bethesda Center’s Helen Kennedy Leadership Award
  - 2016 HanesBrands Inc Global Women’s Brand of Excellence – Community Leadership Award
  - 2016 Chronicle’s 31<sup>st</sup> Annual Community Service Curator Award
  - 2015 Triad’s Business Journal –Women in Business Award
  - 2015 Guinness World Record Holder of the Largest Group Doing Sit-ups for One Minute Simultaneously
  - 2014 Top Ladies Of Distinction Community Service Award
  - 2014 President Barack Obama Volunteerism Award
  - 2014 Governor’s Volunteerism Award
  - 2014 Volunteer Community Service Eula Edmonds Glover Award – Alpha Kappa Alpha Sorority Inc.
  - 2014, Billboard in Winston-Salem for one full year by Novant and the American Heart Association for heart health community awareness initiatives
  - 2014 YMCA Black Achiever’s Award
  - 2013 Guinness World Record Holder of the Largest Zumbatomic Class
  - 2013 Winston-Salem’s Mayor Allen Joines proclaimed - February 26, 2013 as “Cheryl Lindsay’s Day”
  - 2012 YWCA’s Women of Vision Award
  - 2011 Winston Salem Chronicle Community Service Award
  - 2011 Winston Salem Foundation Echo Award
  - 2010 Goodwill Community Recognition Award
  - 2010 Society for the Study of Afro American History Org
  - 2009 R. Philip Hanes, Jr. Young Leader Award
  - 2009 UJIMA Community Development Corporation - “Community Builder Corporate Award”.
  - 2009 Winston-Salem’s Mayor Allen Joines proclaimed -- April 25, 2009, as “Cheryl Lindsay Day”
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**EDUCATION AND TRAINING**

- Bachelors of Arts Degree, December 1990 - North Carolina State University** 1990
  - MAJOR: Business Management with a concentration in Human Resources
  - Completed Education in three and half years. Financed 25% of college education
- MBA, August 2004 – Columbus University** 2004
  - 95% of MBA degree earned at Gardner-Webb University, Winston-Salem, NC
- Certified DDI Trainer – Certification from the Development Dimensions International** 2010
- Certified Diversity Executive – Certification from the Institute For Diversity Certification** 2013
- Certified HR Project Mgr – Certification from the Project Management Resource Group** 2015
- SHRM People Analytics Credential – Certification from Society of Human Resources Management** 2019

## ACTIVE PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

### 2019

**Member, Board of Directors, ABC NC Child Development**

**Member, Board of Directors, Bethesda Center**

**Member, Board of Directors, Creative Center of North Carolina (CCNC)**

**Member, Board of Trustees, The Arts Council of Winston-Salem & Forsyth County**

**Member, Board of Visitors, Salem College**

**Member, Board of Directors, National Sports Media Association**

**Member, President, Board of Directors, Red H.E.A.R.R.T. (Help Educate And Reduce Risk Today)**

**Member, President, Board of Directors, Matt Murphy Motorsports**

**Member, National Association of Professional Women**

**Member, Alpha Kappa Alpha Sorority, Inc.**

**Member, Board of Directors, Union Community Development Corporation**

**Member, SHRM (Society For Human Resources Management)-Global & WS-SHRM**

**Member, Society For Diversity**

Member, Board of Directors, The Queens Foundation (2015-2016)

Member, Board of Trustees and Vice-Chair of Agency Relations, The Arts Council of Winston-Salem & Forsyth County (2009-2015) BOT's VP of Agency Relations (2010-2015)

Member, Board of Directors, Ronald McDonald House (2013-2015)

Member, Goodwill Advisory Council (2010-2014)

Member, Board Chair, RiverRun International Film Festival (2013-2014)

Member, Board Chair, Winston Salem Youth Chorus (2011-2013)