

WORK EXPERIENCE

Playtri Sarasota Bike Shop & Triathlon Store

Sep 2023 - Present

Business Owner

- Playtri is a bike shop and triathlon store in Sarasota, FL, \$1.5M in sales and grew to 6,000+ customers
- Developed strategic communication and analytics capabilities that deliver insights to build a profitable, repeat customer base, aligning with community needs and enhancing customer experience.
- Provide expertise, vision and leadership to cross functional team; hiring 16 employees in 12 months.
- Exceed previous year 150% in revenue, 50% more profitable than previous ownership by adding technology and data capturing tools to replace paper-based systems, growing customer satisfaction in customer ratings from 3.0 to 4.5/5 (144 reviews).

Skills: Community Engagement, Business Development, Data Analytics, Strategic Communication, Customer Experience

Apple

June 2009 - June 2023

Locations: Remote Office, Florida, Cupertino, Austin, Beijing, London, Hong Kong, Washington DC Metro.

People Change Management Leader, Apple Communications & Engagement **Oct 2020 - June 2023**

- Leader of the People Team for Communications and Engagement, reporting to the HR Senior Executive to inform, involve, and inspire the 2,000 employees in the Apple Human Resources for any large-scale people, policy, and/or process transformation.
- Direct supervision over 12 change management leaders and their respective teams.
- Innovated new ways for our 200k person global workforce to implement new HR technologies and policies across 45 countries.
- Partnered with senior executives to transform culture and ensure adoption of new policies and technologies for talent management and compensation planning for an improved employee experience.
- Accelerated data-driven decisions using tableau databases and voice-of-the-customer data to influence executives and recommend actions to AMR, APAC, and EMEA business leaders.
- Established the first internal HR Communications Office to influence and inform our audiences.
- *Annual Salary (before bonus/stock): \$175,127 or \$14,593/month*

Skills: Change Management, Team Development, Operational Excellence, Business Marketing, Analytics, Internal Communications, Cultural Transformation

Global HR Business Partner, Internal Mobility Program Manager

June 2017 - Oct 2020

- Senior Manager for team of five managers, responsible for drafting and implementing a new HR policy on transfers, the first major update in 8 years. Key changes included: encouraging exploration, more transparent policies, and removing barriers.
- Orchestrated multimedia resources for employees, producing 50+ videos, documents and podcasts for skill-building, which bolstered employee engagement and strengthened Apple's internal brand.
- Directed a global internal mobility program to promote career development, achieving over 2,000 internal transfers and creating customized dashboards to enhance talent management decisions and inform policy.
- Built a framework for internal talent identification, establishing talent pools for key areas (e.g., software, engineering) that drove strategic talent mobility across Apple's global workforce.
- Launched and maintaining a new internal company-wide website, "Careers at Apple".
- Produced, wrote, and developed internal library of career readiness tools and trainings.
- Established KPIs of employee brand engagement shared with global senior leadership biweekly.
- *Annual Salary (before bonus/stock): \$150,000 or \$12,500/month*

Skills: Talent Management, Workforce Planning, Data Strategy, Career Development, Internal Communications

Stephanie Garrison
+1 256-348-6714 | smgarrison3@gmail.com
<https://www.linkedin.com/in/stephaniegarrison/>

Global HR Program Manager, New Retail Store Design *April 2016 - June 2017*

- Selected to lead a high-profile, confidential transformation with custom dashboards for senior leaders
- Established a global program office to oversee workforce planning, change management, and policy compliance for the retirement of three global positions, directly affecting thousands of employees in 22 countries.
- Created and executed a communication strategy to inform 500+ retail locations on critical changes, ensuring clear messaging and adherence to international labor laws.

Skills: Program Management, Cross-functional Partnerships, Policy Development, Communication Strategy, Global Operations Compliance

Recruiter, Atlanta, Georgia *June 2015 - April 2016*

- Technical and Leadership recruiter for Apple Retail stores in Southeast US, Mexico, and Brazil.
- Sourced and recruited for 25 retail stores resulting in 1,700 hires.

Senior Manager, Apple Retail Atlanta, Georgia *Oct 2014 - June 2015*

- Led a team of three Business & Operations Managers, 160 store employees and \$60M revenue.

People Leader, Apple Retail London, United Kingdom *Sep 2013 - Oct 2014*

- Apple Flagship, Covent Garden HR Leader that led recruitment, on-boarding, talent planning, retention, time away, benefits, training, and leadership development for 350 staff and \$200M revenue.
- Managed the payroll execution of 350 staff every month, and balanced store team budget (\$50k/year).

Senior Manager, Apple Retail Beijing, China & Hong Kong *April 2012 - Sep 2013*

- Planned Apple' store expansion in Greater China with specialties in hiring, leadership development, and direct foreign hire localization in 9 locations, hiring more than 1000 employees.

Business Manager, Apple Retail Washington D.C. & Shanghai, Beijing, China *Jun 2009 - April 2012*

- Led team 5-25 Business Specialists, and responsible for 500+ B2B accounts.

International Culinary Center, Assistant Chef, New York, New York **Jan 2009 - June 2009**

Cvent, Inc. Account Executive, Senior Account Executive, Mclean, Virginia **May 2006 - June 2008**

EDUCATION

University of Virginia, *Bachelor of Arts, Government & American Politics* Charlottesville, Virginia

International Culinary Center, Grand Diplome in Classical Culinary Arts New York City, New York

University of Alabama, Certificate, PMI Project Management Huntsville, Alabama

HOBBIES & PERSONAL INTERESTS

Triathlons, Running, Cycling, Piano, Cooking & Gastronomy

SPECIALITIES

Strategic Communication, Public Relations, Stakeholder Engagement, Policy Development, Community Outreach, Legislative Compliance, Economic Development, Data-Driven Decision-Making, Change Management, Talent Strategy

LANGUAGES

English, Mandarin, Swedish, Spanish

MEMBERSHIPS

USA Triathlon (Member)
Sarasota Manatee Bicycle Club (Board)