

# Britani Baldwin, PHR

VP People Strategy | Organizational Risk Governance | Workforce Systems Architect

Brooklyn, New York | 505-261-2527 | britani.baldwin@gmail.com |

www.linkedin.com/in/britanibaldwin | britanibaldwin.com

## EXECUTIVE SUMMARY

---

Senior HR executive with 15 years of progressive scope across global agencies, high-growth startups, and complex enterprises, operating at VP level across workforce strategy, organizational risk governance, and leadership pipeline development. Known for building the infrastructure that allows leaders to make better people decisions earlier, with less risk and more clarity. Track record includes governing \$62M+ in compensation decisions, leading workforce restructuring across \$13.6M in financial scope, reducing high flight risk 48% during active restructuring, delivering a 20% reduction in ER cases at scale, protecting organizations from \$70K+ in regulatory exposure, and moving "Trust in the Organization" from a four-cycle plateau to a three-year high. Trusted by C-suite and EVP leaders across agency, startup, and enterprise environments as the first call when decisions are irreversible and stakes are high.

## CORE COMPETENCIES

---

Workforce Strategy | Organizational Risk Governance | Compensation Governance | Talent Analytics | Performance Management | Succession Planning | Workforce Restructuring | Employee Relations | Organizational Design | Leadership Development | HR Operating Model Design | Change Management

## CAREER EXPERIENCE

---

**Publicis Media** | Director of Talent

*New York, NY | March 2024 to Present*

- Governed compensation decisions across \$62M+ in base salary, administering three salary review cycles for 472 employees, 16 monthly PIO cycles resulting in 155 promotions, and a bonus cycle covering 70 employees.
- Served as HR control point for 9 workforce restructuring events impacting 77 employees and \$13.6M in financial scope, coordinating legal alignment, WARN compliance, severance execution, and manager communications across multiple business units.
- Operationalized performance management governance across 108 cases over three years, reducing formal PIP escalation from 31% of concerns to zero year-to-date in 2026 while managing the highest concern volume on record, through a structured documentation and sequencing framework reaching 380+ people managers.
- Governed workforce analytics strategy and co-owned build of a multi-view Power BI Talent Dashboard consolidating performance, mobility, compensation, and flight risk data for 750+ employees, replacing fragmented manual reporting and enabling proactive data-driven leadership decisions.
- Reduced high flight risk 48% year over year across two consecutive talent assessment cycles covering 760+ employees, directly informing succession planning, L&D investment, and restructuring decisions.
- Drove a 15-point increase in Trust in the Organization and a three-year high in retention favorability by transforming engagement survey work from sentiment reporting into segment-level workforce intelligence with targeted interventions per population.

**Day One Agency** | HR Director

*New York, NY | November 2021 to July 2023*

- Protected the organization from \$70K+ in regulatory exposure through internal audit processes that identified and closed compliance gaps before escalation.
- Owned full HR function including organizational design, compensation strategy, succession planning, employee relations, payroll, and performance management for a fast-growing creative PR agency, operating as the primary senior HR leader.
- Designed the agency's hybrid work model and return-to-office framework, translating ambiguous post-COVID guidance into a structured, compliant, and employee-centered operational plan.

**pymetrics** | Sr. HR Business Partner

*New York, NY | March 2021 to November 2021*

- Promoted to Sr. HR Business Partner within six months, recognized for advisory impact across a global AI-driven organization operating across four countries.
- Governed compensation, performance benchmarking, and pay equity analysis across US, UK, Singapore, and Australia, ensuring consistency and compliance across geographies and demographics.
- Authored three international employee handbooks and managed immigration processes, building compliance infrastructure from the ground up across four regulatory environments.

**Shake Shack Enterprises** | Regional People Partner

*New York, NY | April 2019 to April 2020*

- Reduced employee relations cases 20% year over year through proactive coaching and accountability training delivered directly to Regional VPs and Area Directors across a multi-unit, nationally distributed operation.
- Led enterprise Workday HRIS implementation including full data migration and adoption across a large-scale, operationally complex workforce, delivering a modernized people infrastructure on time.
- Protected the organization from wage and hour exposure through executive-level compliance training and operational audits across multi-state restaurant operations.

**Taylor Global Inc.** | HR Director (Consultant)

*New York, NY | March 2018 to October 2020*

- Engaged as fractional HR Director during organizational transition, advising leadership on change management strategy and people risk in an environment with no prior HR infrastructure.
- Implemented two HR technology systems, Impraise PMS and Greenhouse ATS, within the first 30 days, automating talent processes and establishing operational infrastructure from the ground up.

**PREVIOUS EXPERIENCE**

---

HR Manager | Laundry Service & Cycle | Brooklyn, NY | April 2017 to March 2018

HR Generalist | Ogden CAP Properties | New York, NY | December 2013 to March 2017

HR Assistant (Temp) | Various Agencies | New York, NY | March 2011 to December 2013

**TECHNICAL SKILLS**

---

HRIS and Talent Platforms: Workday, ADP, UltiPro, BambooHR, Greenhouse, Lever, LinkedIn Recruiter, Workable  
Performance and Analytics: Impraise, Culture Amp, Microsoft Power BI, Microsoft Power Automate  
Compliance, Productivity and Design: Navex, Microsoft Office Suite, Google Suite, Adobe Suite, Canva

**EDUCATION**

---

**Master of Arts in Law, HR Concentration**

Regent University School of Law

**Bachelor of Business Administration, Business Management**

New Mexico State University

**CERTIFICATIONS**

---

PHR, Human Resources Certification Institute (HRCI)

Diversity, Equity and Inclusion in the Workplace, University of South Florida