

AMY ROSELLINI, PhD

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PROFILE

Accomplished scholar-practitioner experienced in human resource development with proven track record in adult learning, leadership development, corporate strategy and organizational development. Dynamic teacher and presenter with innovative approach to both in-person and online learning. Knowledgeable in talent development, workplace culture, business communication and human resources.

EDUCATION

Doctor of Philosophy

Information Science
University of North Texas
Denton, TX

Master of Journalism

Applied Communications
University of North Texas
Denton, TX

Bachelor of Science

Ag. Journalism
Texas A&M University
College Station, TX

CORE PROFICIENCIES

*Human Resource Development / Academic Research / Adult Learning / Consulting / E-Learning
Knowledge Management / Communication / Records Management / Learning Management / Course
Planning
Student Assessments / Employee Engagement / Instructional Design / Curriculum Design*

REFEREED PUBLICATIONS

Rosellini, A. (2023 pending). Augmented reality (AR) and Virtual Reality (VR) trajectory in the corporate training environment. *Springer Computer Science Proceedings*.

Rosellini, A. (2022). Virtual reality (VR) technology integration in the training environment leads to behaviour change. In *Proceedings of the 14th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management and Information Systems (3)*: 200-207. DOI: 10.5220/0011552100003335

Eaves, T., Allen, J., **Rosellini, A.**, & Bank, N. (2022) Wisdom of veterans enhancing the workforce. *Journal of Information and Knowledge Management*.

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- Rosellini, A.**, Allen, J., Khader, M., & Njeri, M. (2022). Work Tribes Present an Opportunity for Firms in Knowledge Management Systems. *Understanding, Implementing, and Evaluating Knowledge Management in Business Settings*. IGI Global. Chapter 4: 58-82. DOI: 10.4018/978-1-6684-4431-3
- Allen, J., **Rosellini, A.**, Khader, M., & Njeri, M. (2022). Leveraging Collective Wisdom to Impact Workplace Culture. *Understanding, Implementing, and Evaluating Knowledge Management in Business Settings*. IGI Global. Chapter 6: 106-130. DOI: 10.4018/978-1-6684-4431-3
- Rosellini, A.** & Bank, N. (2021). The Behavior Engineering Model Assesses Knowledge Transfer in the Training Environment: A Call for Performance Feedback. *Proceedings of the 13th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management 3(1)*: 138-144. DOI: 10.5220/0010658100003064
- Rosellini, A.** & Hawamdeh, S. (2020). Tacit knowledge transfer in training and the inherent limitations of using only quantitative measures. *Proceedings of the Association of Information Science Technology 2020 57(1)*: 272-280. DOI: 10.1002/pr2.272
- Zimmerman, T., Njeri, M., Khader, M., Allen, J., **Rosellini, A.** & Eaves, T. (2020). A review of truth-default theory: Implications for information behavior research. *Proceedings of the Association of Information Science Technology 2020 57(1)*: 312-316. DOI: 10.1002/pr2.312
- Khader, M., Allen, J., Njeri, M., Zimmerman, T., **Rosellini, A.** & Eaves, T. (2020). Impact of cultural and religious literacy: Implications for information literacy. *Proceedings of the Association of Information Science Technology 2020 57(1)*: 379-382. DOI: 10.1002/pr2.312
- Allen, J., Eaves, T., Zimmerman, T., **Rosellini, A.**, Njeri, M. & Khader, M. (2020). Wisdom and Veterans: Enhance the Perspective, Experience, and Resilience of the Workforce. Presented to 2020 International Conference on Knowledge Management (ICKM): "*Knowledge Commons*" and the institutional analysis of data and the development of knowledge.
- Allen, A., Khadar, M. & **Rosellini, A.** (2019). Investigating wisdom: Call for research. *ASIS&T 82nd annual meeting: Connecting people and information in the virtual and physical world*. Melbourne, AU. <https://doi.org/10.1002/pr2.102>
- Rosellini, A.** (2019). Effective knowledge transfer and behavioral change in a training environment. *Journal of Information & Knowledge Management 18(4)*:1-14. DOI: 10.1142/S0219649219500497
- Rosellini, A.** (2017). Knowledge transfer model to measure the impact of formal training on sales performance. *Knowledge Discovery and Data Design Innovation. Chapter 7*: 127-144. DOI: 10.1442/9789813234482_0007

TEACHING ENGAGEMENTS

Southern Methodist University Cox School of Business, Strategic Human Capital	2024
Collin College, Collin Higher Education Center (leadership development)	2022

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University of North Texas, Organizational Design & Change (guest lecture)
BT Foundry Internship Instructor

2021
2018 – 2021

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PROFESSIONAL EXPERIENCE

Chief People Officer

New Western Acquisitions / Sherman Bridge Lending / Spartan Title 2019-2023

- *Won 2023 Glassdoor #11 Best Places to Work, Won Inc. 5000 Fastest Growing Private Companies in America*
- Teach hard skills classes, soft skills classes, management training and leadership development (average employee age: 22; average manager age: 30)
- Integrate creative classroom approach integrating in-person and remote workers to ensure desired student outcomes
- Design and oversee knowledge management system, organizational development, recruiting, change management, and engagement strategy. Reached 83% increase in retention in one year
- Align HR/People strategy with company vision. Analyze data to drive business decisions and measure outcomes. Provide thorough analysis of people issues and talent gaps. Measure knowledge transfer through statistical analysis linking human behavior to results
- Direct strategy for talent development, change management, talent acquisition and talent development. Partner with executives and key stakeholders to measure and improve talent outcomes
- Define compensation philosophy and build compensation structure
- Curate content and launch learning management system (LMS). Manage processing of HRIS, LMS and ATS
- Design and manage Diversity, Equity and Inclusion (DEI)
- Maintain HR regulatory compliance with local, state and federal laws

Chief People Officer, Vice President Human Resources

Park Place Dealerships 2016-2019

- *Won Dallas Morning News' #1 Company for Training & Top 100 Places to Work*
- Taught sales training, soft skills classes and 6-month manager training course. Improved manager graduation rate 80%.
- Incorporated gamification, team projects and case study into classroom learning
- Led corporate talent and learning strategy including instructor-led training, online collaborative environments, on-demand videos, third-party training delivery, on-the-job training, development plans, and personal growth paths
- Developed and executed organizational development programs, launched leadership development, re-designed succession planning, and started first corporate internship program
- Managed HRIS and implemented HR policy to achieve company goals. Led employee relations and conflict resolution. Shifted to HR business partner strategy including training and certification of all HR managers
- Saved \$1.67 million in 2019 after implementing self-insured medical plan through value-based healthcare and customized formulary
- Led Organizational Development, Human Resources, Internal Communications & Recruiting. Managed internal brand identity through improved internal communications: newsletter launch, executive video releases & monthly communication from leadership team. 24% increase in communication on annual engagement survey
- Led corporate structure re-design. Launched EOS model for strategic planning

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Director of Human Resources and Organizational Development

Texas AirSystems 2013-2016

- Won *Dallas Business Journal Best Places to Work*, *SMU Middle Market 50* and *Inc. 5000 Fastest Growing Midsize Companies*
- Utilized adult learning theory to create 6-month leadership development program, technical training, and just-in-time soft skills courses. Net promoter score: 9.2
- Designed sales training curriculum and classes. Taught soft skills training to interns and recently graduated mechanical engineers
- Managed companywide Learning, Human Resources, and Marketing
- Developed onboarding program. Implemented case study interviewing & college internship program
- Formulated competency-based development models for career pathing, talent development and succession planning
- Maintained HR policy and procedures

Training Director

The Container Store 2010-2013

- Won *Fortune's Best Companies to Work For* and *Dallas Morning News Top 100 Places to Work*
- Created and facilitated leadership development workshops for corporate office, distribution center, and store leadership
- Developed new selling classes for 60+ retail stores (ADDIE) incorporating a combination of in-person and video-led training material
- Instructional design for 200+ hours of annual employee training
- Designed and led in-home organization service. Pilot results included 10 times average customer spend.

Regional Stylist Director

Nordstrom 2003-2010

- Won *Fortune's Best Companies to Work For*
- Collaborated with Executive Vice President and Learning & Development team to implement relationship-based selling and new training initiatives in 100+ retail stores
- Developed and taught sales training with national team
- Managed the in-store teams responsible for sales training and customer relationship management in regional pilot program resulting in \$7.2 million in incremental sales in 1st year. Led corporate rollout in 2010. Program through 2015 netted over \$250 million in incremental sales
- Created training and piloted Personal Stylist program in south region. Led national rollout.
- Facilitated leadership development, sales, succession planning and coaching classes. Rolled out to Store Managers, Regional Merchandise Managers, Customer Service Managers, Store Information Managers and Selling Department Managers

CONSULTING ENGAGEMENTS

LongWater Opportunities

2023 – Current

AMY ROSELLINI, PhD

<i>Consultant, employee engagement and organizational planning</i>	
American Airlines	2021 – Current
<i>Consultant, investigating effectiveness of AR/VR training program</i>	
Kings iii	2023
<i>Leadership development, CliftonStrengths for teams</i>	
HomeTeam Pest Defense	2023
<i>Leadership development, CliftonStrengths</i>	
Society for Human Resource Management (SHRM), Dallas HR	2022
<i>Speaker, Best practices for successful leadership development programs</i>	
Teal Systems	2022
<i>Sales development, Presenting to clients</i>	
Information Management Network	
<i>Panel Presentation: The Generations in the workplace: Scottsdale, AZ</i>	2021
<i>Panel Presentation: Economics of employment: Miami, FL</i>	2022
EBN Workplace Strategies	
<i>Speaker, The Future of Work: Virtual</i>	2021
<i>Speaker, Wellness at Work: Austin, TX</i>	2022
Cipher Data Solutions	2021
<i>Consultant, Executive Coach</i>	
Southwest Airlines	2018 – 2020
<i>Consultant investigating measurement gaps with in-flight training</i>	
Southern Glazer's	2013 – 2014
<i>Leadership development, interviewing, communication, and coaching conversations</i>	

ACADEMIC CONFERENCES

- 14th International Conference on Knowledge Management & Information Systems in Valleta, Malta 2022
- 17th International Conference on Knowledge Management in Potsdam, Germany 2022
- 13th International Conference on Knowledge Management & Information Systems Virtual 2021
- 83rd Association of Information Science Technology Annual Meeting Virtual 2020
- 16th International Conference on Knowledge Management in Durham, NC 2020
- 14th International Conference on Knowledge Management in Vancouver, Canada 2018
- 13th International Conference on Knowledge Management in Denton, TX 2017

ACADEMIC ASSOCIATIONS

University of North Texas, Sage Research Tribe	2018 – Current
Association for Information Science & Technology	2020 – Current
Institute for Systems and Technologies of Information,	2020 – Current

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Control & Communication
Southern Methodist University Digital Accelerator Council 2017

COMMUNITY POSITIONS

Junior League of Dallas, Leadership Council 2006 – Current
KERA Arts Task Force 2021 – 2023
Early Matters Dallas Advisory Board 2021 – 2023

CERTIFICATIONS

Society for Human Resource Management, SHRM-SCP 2023
Gallup Clifton Strengths Coach 2022
Predictive Index Analyst 2020
Human Resources Business Partner 2018
Culture Index Analyst 2016
Fierce Conversations Facilitator 2016
Dale Carnegie High Impact Presentations 2015
KornFerry Leadership Architect 2014

PROFESSIONAL ASSOCIATIONS

Vistage Key Executives 2020 – Current
Society for Human Resource Management 2019 – Current
Executive Strategic Alliance 2019 – 2021
Association for Talent Development 2016 – Current
CHIEF 2022

AWARDS/RECOGNITION

Best Poster Award: *The Behavior Engineering Model Assesses Knowledge Transfer in the Training Environment: A Call for Performance Feedback*

Best Training: *Park Place Dealerships, Dallas Morning News Top 100*