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People Analytics & Employee Experience Leader | Strategic Insights | Change Catalyst

Professional Experience

Albertsons Companies, Plano, TX (Oct 2021 to Present): Director People Insights

I created the **People Insights Center of Excellence** at Albertson's Companies, serving 275k+ associates in a cross-functional role to drive change in line with the organizational strategy.

Key Achievements:

1. Innovation Champion:

- Introduced Associate Engagement as a new board level KPI
- Worked cross-functionally across retail ops, marketing and line HR to improve customer NPS
- Pioneered new hiring processes and technologies such as asynchronous online interviewing, inline high-volume assessments and leadership assessments
- Partnered cross-functionally to unlock insights and drive action from unstructured associate and customer data with Google Vertex AI, Python and Co-Pilot
- Created and systematized new recurring and pulse survey capabilities via Oracle Journeys
- Led sprint team to unlock Oracle Cloud HCM and Power BI to grow people data and insights

2. People Insights COE Creator:

- Introduced a new business function to promote One Best Way HR processes
- Orchestrated an annual listening census that grew from a 55% to an 84% response rate over multiple years and platform shifts
- Implemented life cycle surveys (e.g., auto-triggered exit surveys, new hire journey surveys) through Oracle
- Created new insight channels to drive organizational action- dashboards, newsletters, playbooks
- Worked with HR line leaders to elevate HR value to the operations

3. Business Impact:

- Established critical linkages between associate engagement, turnover, and customer Net Promoter Score (NPS) leading to goal setting and executive alignment
- Drove turnover reductions and gains in productivity, customer NPS, sales and profit through insights and improvements in people processes

Infor Talent Science (Koch Enterprises), Dallas, TX (Sep 2012 to Oct 2021): Principal Consultant

As a **Cross-Functional Leader** at Infor, I guided a team of customer success managers and data scientists to demonstrate value both internally and externally. My responsibilities included:

• Renewing Millions in ACV:

- Regularly renewed over 6 million dollars in annual contract value (ACV) within the cloud talent science business annually
- Achieved this by providing professional, credible HR consulting
- Demonstrated ROI to senior leadership, resulting in impressive 80%+ SaaS renewal rates

• Internal HR Support, Product Development and Business Development:

- Single point of contact supporting internal Talent Science consulting for Infor and Koch

- Partnered in the design and implementation of new assessment, development and team dynamic products
- Collaborated with sales, marketing and services teams to present solutions, provide thought leadership and drive new business
- **Strategic Initiatives:**
 - Implemented cultural transformation initiatives internally and externally
 - Pioneered and executed new engagement programs within Infor
 - Developed HR dashboards and analytics to drive data-informed decisions
 - Led hiring improvements, resulting in reduced turnover rates

JCPenney, Plano, TX (Dec 2009 to Sept 2012): Sr Mgr of Customer Experience and Insights

- **customerFIRST Program:**
 - Managed the enterprise-wide JCPenney customer service program, **customerFIRST**
 - Transformed JCPenney service rankings from worst to first
 - Demonstrated sales increases exceeding hundreds of millions of dollars
- **Conversion Optimization:**
 - Tracked and improved the conversion of non-buyers into buyers
 - Leveraged data-driven insights to enhance customer engagement
- **Cross-Functional Collaboration:**
 - Provided insights, training, and support across all organizational functions
 - Led the partnership with Sephora to demonstrate cultural alignment
- **Strategic Consulting:**
 - Served as a business consultant on ad hoc corporate initiatives
 - Contributed to improving field input into buying decisions

JCPenney, Plano, TX (Dec 2008 to Dec 2009): Senior Manager of Compensation

- **Pay Plan Development and Management:**
 - Developed and managed pay plans for JCPenney Field and Home Office positions
 - Ensured alignment with organizational goals and market competitiveness
- **Minimum Wage Adjustment Implementation:**
 - Successfully implemented nationwide minimum wage adjustments
 - Contributed to fair compensation practices across the company
- **Incentive Compensation Design:**
 - Designed a new incentive compensation plan aimed at driving **customerFIRST** initiatives
 - Focused on enhancing customer service and overall performance
- **Scope of Responsibility:**
 - Oversaw compensation strategies for approximately 90% of the company's 150,000 positions

JCPenney, Plano, TX (Dec 2006 to Dec 2008): Sr Mgr of HR and Strategic Alignment

1. **Strategic Leadership:**
 - Pioneered online balanced scorecard for Store Managers (sales/ profit/ customer/ associate)
 - Collaborated with senior executives to develop and implement effective HR strategies

- Led the creation of key strategic initiatives:
 - **JCP Energy Strategy**
 - **Sephora inside JCP Strategy**
 - **HR Strategy**
- 2. **ROI Analysis:**
 - Conducted linkage research to identify the return on investment (ROI) of HR initiatives
 - Ensured data-driven decision-making for organizational success
- 3. **Organizational Health Assessments:**
 - Conducted assessments to identify organizational development opportunities
 - Contributed to enhancing overall organizational health
- 4. **Talent Management Transformation:**
 - Headed the creation of an integrated, branded Talent Management function
 - Successfully streamlined talent processes and improved workforce effectiveness

Frito Lay NA (PepsiCo), Plano, TX (Apr 2005-Dec 2006): HR Mgr of Selection and Insights

- **Developed and Implemented Employee Selection Systems:**
 - Led the design and implementation of robust employee selection systems
 - Ensured validation, training, system integrations, applicant tracking, and compliance
- **Companywide Surveys and Linkage Research:**
 - Coordinated companywide surveys to gather valuable insights
 - Conducted research linking survey data to other HR metrics for informed decision-making
- **Training Programs and Talent Development:**
 - Delivered impactful training programs:
 - Diversity and inclusion
 - Change management
 - Interviewing techniques
- **360 Feedback and Exit Interviews:**
 - Contributed to the successful execution of the 360 feedback program
 - Played a key role in exit interview processes
- **Internal Consulting and Award Recognition:**
 - Provided expert consulting on research design, data analysis, and survey or selection issues
 - Received an HR award for transitioning pre-employment testing to an online platform, resulting in significant cost savings

ePredix (became SHL), Minneapolis, MN (Apr 2004-Apr 2005): Scientist/Consultant

- Conducted **job analyses** to understand role requirements and competencies.
- Designed and validated **selection tests** to assess candidate suitability.
- Contributed to **company product strategy formulation** by leveraging insights.
- Implemented a **core competency model** to align talent with organizational goals.
- Expanded the **product offering** through strategic planning.
- Created impactful **sales materials** to support business growth.

The Home Depot, Atlanta, GA (Jul 2003-Apr 2004): Org Dev internship

Education

Doctor of Philosophy in Psychology (4.0 gpa, 2004) Texas A&M University – College Station, TX

Bachelor of Arts in Psychology (magna cum laude, 1997) University of Texas at Dallas – Richardson, TX

Professional Associations

Mayflower Survey Professionals Organization

International Assessment and Selection Consortium

Journal of Personnel Psychology – Book Reviewer

Toastmasters International

American Psychological Association

Society of I/O Psychologists- Professional Ethics Committee

Awards, Honors

Infor Talent Science Superstar award, Q1 2019

Infor Hero Award, 2017

JCP OD Leadership Award, 2008

Frito Lay Eagle Award for HR Excellence, 2006