

KAY MEYER



PROFILE

An enthusiastic business professional with over 29 years of creating environments for organizations and individuals to achieve successful outcomes. My diverse career portfolio includes leadership within small-business entrepreneurship, non-profit, and large enterprises in a variety of industries. These experiences have cultivated a systems mindset, ability to take solutions and teams from good to great and shift between roles from strategic leader to detailed implementor and team player. I find purpose in developing people and teams to achieve their goals, overcoming challenges and being a positive influence in my communities.

KEY PROFESSIONAL EXPERIENCE

NORTHWEST FARM CREDIT SERVICES, SPOKANE, WA

\$14B ANNUAL CAPITAL AGRICULTURE FINANCIAL SERVICES COOPERATIVE IN PNW

DIRECTOR ORGANIZATIONAL CHANGE MANAGEMENT | 2019 - PRESENT

- Responsible for developing the charter and integrating organizational change management discipline into risk-adverse systems using the Prosci change model. Use data from change readiness surveys and qualitative input to understand and develop scalable solutions to make it easier for 850 employees to adopt change and increase organizational agility. Use case-based approach to train 60 staff on change principles and frameworks to enable consistent change outcomes by 6 product delivery & 45 project teams.

STRENGTHSFINDER COACH | 2021 – PRESENT

- Provide StrengthsFinder coaching for staff and teams to discover and develop their natural potential to optimize performance, increase engagement and achieve their goals.

STRATEGY & INNOVATION PROJECT/PROGRAM MANAGER | 2018 - 2019

- Led a 100-person, 1.5 year, \$2MM project to replace internally-developed customer relationship management and loan origination system with industry-leading Salesforce CRM and nCino loan origination systems. Built alignment and sponsorship of executive stakeholders from 3 different entities, orchestrator of progress within multiple workstreams with dependencies, developed a new data management governance process to overcome data mapping issues to legacy systems, and implemented people-focused change practices to prepare 700 employees with new mindset and skills to successfully adopt this change. Key leadership skills include, critical thinking, creative problem solving, conflict resolution while strengthening relationships and developing staff.

WASHINGTON STATE UNIVERSITY, CARSON COLLEGE OF BUSINESS, GLOBAL & PULLMAN

INSTRUCTOR EXECUTIVE BA 600 BEYOND THE MBA | 2021 – 2022

- Section leader for up to 18 executive students, facilitating generative discussion to apply design principals to enable students in developing a meaningful life, creating awareness around leadership strengths, biases/blind spots, critical thinking and areas of development. Responsible for grading and supporting executive students throughout the semester.

INSTRUCTOR HOSPITALITY CONTRACT MANAGEMENT SERVICES | 1999

- Instructor for 400-level Contract Management Services class developing lectures, case studies, bringing in industry speakers, and grading.

RED BARN FARMS, COLTON, WA | 2007- PRESENT

GONE WEST RV, UNIONTOWN, WA | 2021- PRESENT

SMALL BUSINESS DEVELOPER AND ENTREPRENEUR

START-UP EVENT BUSINESS AND RV PARK

- Vision and transformation of century-old family farm into an agri-tourism and event business. Management of site development, capital planning and renovations.
- Strengthening our rural community by developing a rural RV park that provides a simple, safe customer experience using technology to enable a viable small business.
- Responsible for small business development and management including financial planning, brand and market development, contracts and licensing, advertising, social media, hiring, operations and event planning.



501 WAWAWAI ROAD
COLTON, WA 99113



(509) 995-6335



kaymeyer@pullman.com



kay-meyer-00a5277b

EDUCATION

MASTER'S OF BUSINESS

ADMINISTRATION,
Washington State University,
1997-99. Graduated Summa Cum
Luade. GPA 3.9

BACHELOR'S OF ARTS, BUSINESS

ADMINISTRATION, MUSIC MINOR
Washington State University, 1989-
93. Graduated Cum Luade GPA 3.69

CERTIFICATIONS

CERTIFIED DISCIPLINED AGILE SCRUM

MASTER Project Management
Institute, 2022 - Present

CERTIFIED STRENGTHSFINDER COACH

Gallup, 2021-Present

CERTIFIED CHANGE MANAGEMENT

PRACTITIONER, Prosci, 2020 –
Present

CERTIFIED PROJECT MANAGEMENT

PROFESSIONAL, Project Management
Institute, 2004-Present

GALLUP STRENGTHS

TOP 5

Achiever

Woo

Positivity

Maximizer

Communication

KAY MEYER



KEY PROFESSIONAL EXPERIENCE (CONTINUED)

KWM CONSULTING, COLTON, WA | 2008 – 2018

CONTRACT MANAGEMENT SERVICES PROVIDER FOR VARIOUS CLIENTS

CONTRACT EXECUTIVE DIRECTOR | PACIFIC NW DIRECT SEED ASSOCIATION | 2012 – 18

NON-PROFIT TO ADVOCATE AND SUPPORT REGENERATIVE FARMERS IN 3 STATES

- Rebuilt association by delivering value and building relationships with 200 farmer-members, through advocacy for direct seed farming, organizing a revenue-generating annual conference for up to 480 attendees and obtaining grant funding. Led the development of a new regenerative ag certification program, Farmed Smart, with technical criteria that is supported by both farmers and environmental regulatory agencies. Instrumental in developing the brand, marketing plans, pricing model, and hiring/training auditors. Provided management services through a 20-hour/week contract, including financial planning, vendor mgt., fundraising, board reporting and engagement with a 23-person volunteer Board.

CONTRACT RESEARCH/BUSINESS ANALYST | HILL'S SCIENCE DIET EMEA DIVISION | 2011

HILL'S SCIENCE DIET IS A PROVIDER OF HIGH-QUALITY PET NUTRITION, PET ALLERGY AND HEALTH SERVICES

- Completed a centralized call center analysis and recommendation for Hill's Science Diet affecting call centers located in 8 European countries. Data gathered from interviews with call center managers, survey creation and distribution, and analysis of financial reporting. Identified 4 European call center service providers and presented recommendation to President of EMEA to outsource with ICON, the provider that best achieved Hills's goals, fit their culture, saved ~\$1.1M annually while maintaining many Hill's employees.

CONTRACT PROJECT MANAGER | NORTHWEST FARM CREDIT SERVICES | 2008 – 18

Provided project management for increasingly complex and high-profile projects as a contracted service provider. Key projects include:

- **Headquarters Remodel and Relocation:** Responsible for a 2-year, \$18M budget renovation 130,000 sq. ft. facility, managing a team of 30 internal and external resources. Project was completed on-time and \$2.2M under budget. Coordinated logistics to move 300 employees, network, systems with only 4 hours of business downtime.
- **Compensation Redesign and Performance System Implementation:** Responsible for managing a 2-year, \$260K budget, highly sensitive project utilizing a compensation consultant to review and redesign the compensation and incentive programs affecting 600 employees and executive management team. Implement and train staff on new performance and goal planning software system.
- Various other process improvement and technology training projects provided as an employee from 2002 – 2008.

TRIGEO NETWORK SECURITY | 2000 - 2002

PRIVATE START-UP NETWORK SECURITY COMPANY FOR MID-MARKET ORGANIZATIONS

MARKETING DIRECTOR

- Member of senior staff for start-up IT security company responsible for business plan development, market research and competitive analysis, revenue and forecasting modeling, product pricing, and developing B2B reseller partner program. Developed corporate brand, design and content development for website, marketing collateral, VC pitch presentations.

MARRIOTT MANAGEMENT SERVICES, CA AND WA LOCATIONS | 1993 – 1997

\$4B ANNUAL SALES DIVISION OF MARRIOTT PROVIDING CONTRACT SERVICES TO SCHOOLS & UNIVERSITIES

OPERATIONS DIRECTOR

- Managed student nutrition operations for Napa Valley School District, Napa CA, and Lake Washington School District, Redmond, WA with accounts up to \$2.6M, 90 employees, 40 locations. Responsible for financial forecasting, menu planning, staff scheduling, training, government regulation and audits, and building customer relationships. Transferred to save \$1.6M troubled account for Escondido, CA with 50 district employees. Achieved profit for first time in 15 years after one year, based on rebuilding client trust, reducing food costs, improving production efficiency, and improved staff training and engagement.

SKILLS

LEADERSHIP COMPETENCIES

Builds Trust
Get Results
Servant Leadership
Builds Effective Teams
Skillful Communications
Organizational Effectiveness
Customer Service
Process Improvement
Cultivates Innovation

LEADERSHIP/INDUSTRY SEMINARS

Acres Eco-Ag Conference 2022
Gallup Summit 2022
Gonzaga Women's Leadership Conference 2021
MIT Systems Thinking 2020
Salesforce Dreamforce 2018 & 2019

VOLUNTEER EXPERIENCE

Think Regeneration, Board Member, 2023
HR/Management National Board of Advisors, Washington State University Carson College of Business: 2019 - Present
Pullman Regional Hospital Foundation Guild: 2019-Present
Guardian Angel – St. Boniface Catholic School Fundraising Event Chair: 2008-18
St. Gall Parish Council: 2011-17
St. Jude's Children's Hospital Fundraising Organizer: 2010-15
Inland NW PMI Membership VP: 2004-06