

# Yvette B. Marsh, Ph.D.

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## AREAS OF EXPERTISE

- Leadership Development
- Cultural Change Management
- Strategic Planning
- Human Resource Compliance
- Individual Performance Assessment
- Organizational Efficiency Assessment
- Succession Planning (instruction and implementation)

## PROFESSIONAL WORK EXPERIENCE

### LSU Foundation, Baton Rouge

*Executive Director, Talent Management*

*October 2019 - present*

*Senior Director, Talent Management*

*November 2012 – September 2019*

- Ensure that organization-wide talent management and performance management initiatives are focused and aligned on improving operational and program efficiencies and effectiveness.
- Develop, initiate and maintain effective programs for workforce retention, promotion and succession planning.
- Manage the maintenance and execution of the performance management system, including current job descriptions, standards of performance and performance evaluation instruments.
- Develop effective relationships within the organization and the hiring community to have influence and impact the recruiting process and hiring.

### Louisiana State University, Baton Rouge

*Director, Training and Development and IT*

*November 2010 – November 2012*

- Responsible for the professional development of over 5,000 faculty and staff achieved through the development and delivery of various managerial / leadership-based topics and programs.
- Established and maintained partnerships with department heads to identify and uniquely address performance gaps.
- Served as Principal Investigator and Manager for the Comprehensive Public Training Program (CPTP), a \$500,000+ State Civil Service sponsored contract.
- Directed the Human Resource Information System (HRIS) effort (electronic driven initiative to convert current paper-based system to paperless).

*Interim Associate Vice Chancellor for HRM*

*July 2010 – November 2010*

- Managed the internal operations of the Office of Human Resource Management to assure the timely and accurate delivery of services related to Benefits, Compensation, Staffing, Training and Development, Employee Relations, and Systems and Communication Services.
- Provided leadership and support to the respective employees in each area/section.

*Director, Training and Development and IT*

*December 2008 – July 2010*

(See above entry for Director position)

**SSA Consultants, LLC**

***Senior Consultant***

*August 2003 – December 2008*

- Served as a senior consultant for a wide breadth of clientele (e.g. public and private industries, governmental agencies and nonprofit organizations) offering management consulting services including, but not limited to, change initiatives, training delivery, strategic planning, efficiency efforts, individual performance management and assessment, organizational assessment, executive coaching and counseling, and facilitation. Detailed examples of work are as follows:
  - Conducted needs analyses for a major local provider of health care services, including onsite interviews with key managers and supervisors and a review of relevant documentation to identify training and development needs. Based on the information gathered in the needs assessment, a comprehensive training curriculum was developed and recommendations were made regarding individual development plans for key employees.
  - Led an extensive review of the Human Resource infrastructure of an international distributor in the oil and gas industry by analyzing its organizational structure, key personnel/roles, tools, and processes. This transitory analysis served to identify practical improvements to allow for greater levels of effectiveness, efficiency, and strategic development.

**Louisiana State University, Baton Rouge**

***Manager, Training and Development***

*March 1998 – August 2003*

- Created/established the University's Training and Development department in response to the Flagship Agenda directive to develop the workplace skills and competencies of the University's workforce. This responsibility entailed developing, delivering, and evaluating training programs and materials on topics ranging from management development to system-based programs.
- Created/established and delivered several leadership-based initiatives (including, but not limited to):
  - Chancellor's Executive Leadership Program (target audience: deans, directors, and department heads)
  - Summer Institute for Department Chairs
  - LEAD Academe (target audience: faculty in administrative roles)
  - LEAD Excel (target audience: senior leadership)
  - LEAD Emerge (target audience: entry level/middle management)

**Hibernia National Bank**

***Corporate Training Officer***

*August 1995 – March 1998*

- Designed and delivered training programs for all levels of employees in branch locations in Louisiana and Texas.
- Responsible and accountable for the effectiveness and success of each program developed/presented, therefore, evaluative tools were created and applied accordingly. Subject matter topics included, but were not limited to product knowledge, customer service, coaching and counseling, supervisory skills and presentation skills. Conducted needs assessments as warranted.

***Retail Delivery Trainer***

*June 1990 – August 1995*

- Designed and delivered training for new and existing retail staff on PC Teller and Platform systems, as well as customer service skills and bank security knowledge.
- Monitored and evaluated new hires to increase retention.

## EDUCATION

### Louisiana State University and A&M College

Baton Rouge, Louisiana

- Doctor of Philosophy degree in Human Resource and Leadership Development with a minor in Information Systems and Decision Sciences (ISDS) / Granted: August 2016
  - *Dissertation Topic: “Managerial Perceptions of Succession Planning Efforts in the Higher Education Arena”*
- Master of Science degree in Information Systems and Decision Sciences / Granted: December 2002
  - *Thesis: “An Evaluative Review of Change Management Initiatives during PeopleSoft Module Implementations within the Higher Education Arena”*
- Bachelor of Science degree in Business Administration / Granted: December 1997

## ACCREDITATIONS / ACCOMPLISHMENTS

- Recipient of the professional certification, PHR (Professional of Human Resources) from the Human Resource Certification Institute
- Certified facilitator for Hogan Assessments
- Certified facilitator for Franklin Covey seminars
- Certified facilitator for Crisis Prevention Institute “Violence in the Workplace” seminar
- Certified facilitator for the Extended DISC behavioral assessment
- Certified facilitator for Relationship Awareness Theory through Personal Strengths, Inc.
- Certified facilitator for “Crucial Conversations” program
- Presenter at various local, regional and national conferences

## PROFESSIONAL & ACADEMIC MEMBERSHIPS / ASSOCIATIONS

- Member of The Honor Society of Phi Kappa Phi
- Member of Omega Rho International Honor Society for Operations Research and Management Science
- Member of local and national ASTD (American Society for Training and Development) chapters
- Past board member and instructor for Louisiana American Institute of Banking
- Board chair, Campus Federal Credit Union
- Executive board member, Baton Rouge Crisis Intervention Center (BRCIC)
- Executive board member, Greater Baton Rouge YWCA
- Board member, Louisiana State University’s Swine Palace
- Graduate of the 2006 Chamber of Commerce’s Leadership Greater Baton Rouge class