SHIVONE GUADALUPE

Enterprise Transformation & Operating Model Leader

Org Design · Change Adoption · AI-Enabled People Systems
Orlando, FL | 718.924.8464 | shivone.guadalupe@gmail.com | linkedin.com/in/shivoneg | shivoneguadalupe.com

SUMMARY

Enterprise transformation and operating-model leader with 15+ years spanning global agency operations, client leadership, commercial growth, and People strategy. Builds decision-rights frameworks, workforce systems, executive reporting, and AI-enabled experiences for complex, distributed organizations. Most recently led People strategy and transformation across a 5,000-person organization spanning nine operating units and 20+ markets. Turns ambiguity into scalable systems, measurable outcomes, and adoption.

CAREER HIGHLIGHTS

- **Built a global performance and accountability system** for a 5,000-person transformation spanning nine operating units and 20+ markets, contributing to a 10% improvement in employee engagement.
- **Led a six-agency global integration** across 600+ employees in under 12 months, reducing briefing time from several weeks to one and contributing to 15% account-scope growth.
- **Selected to design and implement a C-suite-sponsored agentic AI onboarding ecosystem**, including an AI onboarding agent identified internally as the most-used among 30+ agents.
- **Contributed $500K in new revenue** across approximately 25 enterprise pitches at an approximately 35% win rate.

CORE COMPETENCIES

Enterprise Transformation • Operating Model Design • Governance & Decision Rights • Executive Partnership • Organizational Design • Change Adoption • AI-Enabled People Systems • Workforce Planning • People Analytics & KPI Frameworks • Cross-Functional Integration • Employee Experience • Commercial Leadership

PROFESSIONAL EXPERIENCE

WPP *August 2022 – August 2026*

Global People Operations & Experience Director — WPP Open X (The Coca-Cola Company) *February 2024 – August 2026*

Led enterprise transformation and People strategy across a 5,000-person global organization spanning nine operating units and 20+ markets.

- **Designed and launched a global performance and accountability system** with practical tools, leadership KPIs, and a unified accountability view, contributing to a 10% improvement in employee engagement.
- **Built a multi-region KPI framework for 200+ leaders** tracking leadership effectiveness, transformation progress, and workstream efficiency in real time.
- **Selected to design and implement a C-suite-sponsored agentic AI onboarding ecosystem**, including a 24/7 agent, centralized knowledge, and regional flexibility; the agent was identified internally as the most-used among 30+ agents.
- **Designed decision-rights structures and accountability matrices** adopted at global, regional, and market levels to clarify authority and repeatable escalation paths.
- **Architected talent deployment and staffing models** across APAC, EMEA, LATAM, and North America, supporting accelerated emerging-market activation.
- **Piloted a centralized talent and wellbeing dashboard** across North America and EMEA to surface burnout risk, skill development, and workforce insights through predictive analytics.

Global Integration Lead — WPP Team Dell (Dell Technologies) *August 2022 – February 2024*

Led end-to-end integration across six WPP agencies, aligning operating models, workflows, governance, enablement, and adoption at global scale.

- **Completed the six-agency integration in under 12 months** by establishing a shared operating baseline, standardized workflows, clear process ownership, and regional flexibility.
- **Reduced integrated project briefing time from several weeks to one** by standardizing cross-agency processes and eliminating rework.
- **Contributed to 15% account-scope growth** through stronger delivery capability and client confidence.
- **Achieved 75% enablement attendance and 50% workflow adoption** across 600+ employees through role-based training, resource hubs, office hours, and adoption reporting.
- **Launched the first global all-hands and discipline-based Centers of Excellence** to strengthen shared accountability and cross-agency collaboration.

PROFESSIONAL EXPERIENCE CONTINUED

IPG Health (promoted through three roles) *March 2019 – August 2022*
Growth Director, New Business *July 2021 – August 2022*

- **Contributed $500K in new revenue** across approximately 25 enterprise pitches at an approximately 35% win rate through strategic pitch development and account conversion.
- **Improved lead conversion and shortened the sales cycle** by redesigning the pipeline around disciplined qualification and stakeholder engagement.

Group Account Supervisor, Client Services *August 2020 – July 2021*

- **Managed and developed three direct reports** through hiring, onboarding, performance reviews, career development, and workload planning, partnering with the People team on performance improvement plans and employee-relations matters.
- **Generated $2M+ in annual agency revenue** across five consumer-health brands by leading integrated campaign execution from brief through delivery.
- **Directed brand strategy and stakeholder communications** for the Reckitt vitamins and supplements portfolio in the competitive brain-health market.

Account Supervisor / Freelance Account Manager *March 2019 – August 2020*

EARLIER EXPERIENCE

Freelance Marketing Consultant — Insight Loft *September 2018 – January 2019*
Content Team Lead — U-Studio (Unilever's in-house agency) *September 2017 – July 2018*

- **Directed staffing and resource allocation** for a distributed pool of approximately 20–50 people across the U.S., South Africa, and U.K., supporting 10 U.S. personal-care brands within a $15B portfolio.

Integrated Account Supervisor — UWG Inc. *November 2015 – August 2017*

- **Managed and coached two direct reports** while supporting account leadership.

Digital Account Manager — Beeby Clark+Meyler *June 2014 – June 2015*

- **Led accounts for five national CPG brands.**
- **Executed an influencer marketing campaign** to drive trial for Schick Razors.
- **Developed a social media marketing strategy** for the Cohen Foundation.

Account / Project Manager — Mammoth Advertising *August 2013 – May 2014*

- **Developed and managed project schedules, resources, deliverables, and timelines** in partnership with production teams.

Account Executive — VaynerMedia *March 2012 – May 2013*

- **Developed and executed integrated social campaigns** supporting broader marketing strategies for Hess Express and Zappos.

EDUCATION CERTIFICATIONS AND TOOLS

Bachelor of Arts in Communication Arts — St. John's University

Organization Development Certificate Program — AIHR (Academy to Innovate HR), expected January 2027

Tools & Platforms: Workday • ADP • Greenhouse • Culture Amp • Totara • Tableau / Power BI • Smartsheet