

# Katelyn Bloyd, Ph.D.

## SUMMARY

As a dedicated leader with a passion for employee experience, I bring a unique combination of strategic vision and hands-on experience to drive cultural change and create a positive work environment. With a track record of success in developing and implementing employee-centric programs, I am committed to fostering a culture of inclusivity, growth, and innovation that engages and empowers employees at all levels. From designing comprehensive engagement initiatives to implementing innovative training programs, I am dedicated to creating environments where employees can thrive and businesses can succeed.

## PUBLICATIONS

- Bloyd, K. (In progress) Organizational socialization: COVID-19 impacts of an abrupt move to remote work.

## INVITED TALKS/CONFERENCES

- Becker's Healthcare Virtual 2023 Conference - Topic: HR and Talent - 100 participants
- Kentucky Health Information Management Association (KHIMA) 2022 Conference - Topic: Resilience - 250+ participants
- Kentucky Chamber Inaugural Diversity, Equity & Inclusion 2022 Conference - Topic: DEI - 300+ participants
- Leadership Connect 2021 Facilitator and Speaker - Topic: Employee Engagement - 400+ participants
- Kentucky Society of Respiratory Care 2021 Conference - Topic: Battling the Talent War on Employee Engagement - 75+ participants

## PROFESSIONAL EXPERIENCE

**Baptist Health - System Director, Employee Experience**  
*Louisville, KY • 10/2021 - Current*

- Establishing and maintaining positive relationships with key stakeholders, including executives, HR teams, and front-line employees, to ensure the effective delivery of employee experience programs and initiatives.
- Partnering with cross-functional teams to develop and implement change management initiatives, resulting in a smoother transition to new technologies, processes, and organizational structures.
- Conducting regular surveys, focus groups, and other forms of feedback to gather insights on employee needs and preferences, and using this information to continuously improve the employee experience. Increased survey participation by more than 20%. Increased survey categories year over year through programming.

## CONTACT



## SKILLS

- Communication
- Empathy
- Critical thinking
- Collaboration
- Change management
- Program design and execution
- Data analysis
- Business acumen
- Leadership
- Certified DiSC Trainer

## EDUCATION

**Ph.D.: Business Administration**  
**University of The Cumberlands**  
*Williamsburg, KY • 05/2023*

**Master of Arts: Christian Leadership**  
**University of The Cumberlands**  
*Williamsburg, KY • 05/2014*

**Bachelor of Arts: Communication**  
**Indiana University Southeast**  
*New Albany, IN • 05/2007*

- Spearheading a diversity, equity, and inclusion (DEI) initiative and commitment that fosters a culture of inclusivity, resulting in a more diverse workforce, improved collaboration, and a stronger employer brand. Increased belonging and inclusion scores year over year.
- Developing and implementing comprehensive employee engagement and retention strategies that resulted in a significant increase in employee satisfaction, retention rates, and productivity.
- Designing and delivering a wide variety of training to meet the needs of the organization, including strategizing the best delivery method.
- Developing and executing comprehensive communication strategies and campaigns that effectively engage internal and external stakeholders, resulting in increased employee awareness and engagement.
- Oversee social media management for staff and content curation.
- Crafting and delivering compelling speeches, presentations, and other forms of public speaking to promote the organization's brand and values.
- Conducting research and analyzing data to develop insights on target audiences, communication trends, and industry best practices, and using this information to continuously improve communication strategies and tactics.
- Experience with a variety of technology, such as Microsoft suite, Workday, QuickBooks, Oracle, PeopleSoft, and Strata.
- A history of successfully managing budgets for multiple projects simultaneously and effectively communicating budget information to stakeholders at all levels of the organization.

#### **Baptist Health - Human Resource Manager, Employee Experience**

*Louisville, Kentucky • 01/2020 - 01/2021*

- Developed, planned and led training programs on staff development to enhance employee performance, subject matter knowledge, engagement and satisfaction.
- Provided constructive feedback and positive reinforcement to keep trainees motivated.
- Prepared hard copy training materials, module summaries, videos and presentations.
- Managed creation of marketing materials and campaigns, collateral and employee resource tools.
- Helped with end-to-end event planning process through meetings, walk-throughs and day-of execution.
- Partnered with patient experience teams to ensure insync planning.
- Designed website for HR, DEI initiative and Wellness commitment in addition to content curation.
- Implemented social media with an employee focus and content curation.

#### **Baptist Health - Human Resource Project Manager**

*Louisville, KY • 01/2019 - 01/2020*

- Successfully managed and delivered complex HR projects, such as talent management initiatives, HR process improvements, employee engagement programs, and organizational change management efforts, on time and within budget.
- Led cross-functional project teams and stakeholders to ensure successful project delivery and alignment with organizational goals and objectives.
- Sourced new vendors and suppliers to boost product offerings for employee experience.

- Managed change and ensured adoption of new HR processes, technologies, and programs by effectively communicating and engaging with impacted employees and stakeholders.

**Baptist Health - Human Resource Specialist**

*Louisville, Kentucky • 01/2017 - 01/2018*

- Facilitated open position review and approval.
- Developed editorial calendars to bring consistent communication to staff for engagement and retention.
- Contributed to Employee Handbook creation.
- Drafted policies and procedures for review and approval.
- Fielded questions and ensured quality customer service.
- Handled day-to-day human resource data entry tasks.

**Baptist Health - Senior Administrative Assistant**

*Louisville, KY • 01/2014 - 01/2017*

Responsible for managing human resource administrative functions and assisting HR Department Directors and Employee Relations Manager on various projects. Collaborated with senior leadership to ensure HR support for multi-site facilities. Processed employee recognition initiatives and secured discounts for employees. Coordinated with Employer Solutions Department to ensure presence and program administration in the System Services Center facilities.

**Bluegrass Spine, distributor for Stryker Spine - Business Manager**

*Louisville, KY • 01/2008 - 01/2013*

Served as Business Manager responsible for leading daily business operations and provided focused management initiatives. Established and maintained 70+ business accounts while acting as liaison between corporate and local hospitals. Worked directly with hospitals on negotiating contract pricing. Developed and utilized marketing materials focused on brand recognition strategies.