

# Shelly Arneson

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## Executive Profile

Experienced leader with successful track record in building strong organizational cultures, leadership development, teaching, creating and facilitating workshops, and developing motivated and productive teams. Recognized for developing a “Best Place to Work” program which was instrumental in improving employee engagement scores to the 99<sup>th</sup> percentile. Over twenty four years of experience as a leader in the technology industry.

## Professional Expertise

- Demonstrated leadership, management, and people skills at multiple levels and across organizations
- Experienced in building diverse and motivated teams
- Leadership development, cross-disciplinary teaching and training
- Proven business leader with a solid record of achievement and leadership abilities
- Effective and innovative problem solving abilities with demonstrated results
- In depth understanding of business through diverse experience and education
- Participative style, with highly effective communication and motivational skills

## Key Accomplishments

- Chosen to create a Quality Culture Program for the HP PC business to improve quality of PC products by focusing on behaviors and processes
  - Developed 4-hour “Quality Matters” workshop and delivered to 1200 employees globally
  - Resulted in improving employees’ knowledge of importance of quality, with >10ppts increase in scores (measured by annual Voice of the Workforce survey)
  - Workshop pilot was so successful (98% of employees would recommend it to others) that it was leveraged and adopted as the corporate standard
- Developed “Best Place to Work” program, focused on improving employee engagement
  - Significantly exceeded expectations by improving employee engagement scores by >20ppts, to 99<sup>th</sup> percentile within HP
  - Led development of an interactive, 4-hour workshop to teach employees about the “HP Way”: the philosophy behind HP Strategy, Values, and Principles. Workshop was leveraged as a best-practice across the company
- Facilitated leadership classes using tools such as Noel Tichy’s *Leadership Engine*, *Strengthsfinder*, and *Everything DiSC*, and *Emergenetics*
- Selected on two occasions to teach *Leading for Results: Financial Acumen* classes to over 100 Directors and VP’s as part of 2-day leadership training for executives

- Director for Customer, Strategy, and Analytics organization which drove strategic direction for Hewlett-Packard's PC Quality organization
  - Provided data-driven, action inspiring insights across the value chain which helped drive improvements in PC failure rates to historic lows
  - Built organizational knowledge and passion for the Customer through research and advocacy programs
  - Managed an organization geared toward Operational Effectiveness including website development, Lean Six Sigma training, Project Management Fundamentals, Leadership Development, Global Management Training
- Director of Finance/Worldwide Controller for desktop organization and workstation business
  - Developed the financial strategy for Workstation product line, resulting in one of the fastest growing and most profitable businesses within Hewlett-Packard
  - Finance lead in multi-functional team which was responsible for successful execution of end-to-end business model change for Workstation business, moving from business based on Unix/PA products to those based on Windows/Intel architecture

## **Experience**

Adjunct Professor- Management and Leadership Colorado State University	2014-present
Director of Quality (Strategy/Organizational Development) HP PC Total Customer Experience and Quality	2010-2013
Director of Finance HP Desktop Organization; Personal Systems Group HP Workstation Global Business; Personal Systems Group	2003-2010
Finance Manager HP Workstation Global Business; Personal Systems Group Integrated Circuit Business Division Systems Technology Division	1996-2003
Financial Analyst HP Software Business Unit Measurement and Controls Systems Division Graphics Technology Division	1989-1996

## **Education**

Master of Science, Accounting	Colorado State University
Bachelor of Art, Speech & Hearing Science/Psychology Phi Beta Kappa	University of Iowa