



LORI ANN DINKINS

CHANGE LEADER

CAREER OBJECTIVE

Senior leadership role accountable for strategy deployment and implementing change initiatives.

PROFESSIONAL SKILLS

Diversity & Inclusion
Marketing Strategy
Change Leadership
Instructional Design
Digital Transformation
Team Building
Analytical Skills

COMPETENCIES

Compassionate Leadership
Creativity & Innovation
Accountability
Problem Solving
Transformative Thinking

EDUCATION

University of North Carolina - Charlotte
Graduate Certificate 2019
Learning, Design, and Technology

Augustana College
BA Speech Communications 1992

CONTACT

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SOCIAL MEDIA



<https://www.linkedin.com/in/lori-ann-dinkins>

DIVISION PRESIDENT - ECOMMERCE

SouthPark Interiors | We Are Stellar Designs 2017-Present

Lead the e-commerce division, including business development, marketing, operations, and design. I bring structure to ambiguity, build high-performing cross-functional teams, and deliver bottom-line results to the business and customers.

- Led business development initiative achieving 247% of first year revenue goal; on target to achieve annual revenue goal that is double YoY
- Steered the turn-around of the year long stalled e-commerce initiative; launched e-commerce business within 2 months of hire
- Landed 5 \$B/MM clients within the first 6 months of hire
- Directed cross-functional teams to align program objectives to company-wide D&I mission and people strategies

STRATEGIC CHANGE LEADER - DIVERSITY & INCLUSION

Lori Ann Dinkins, Inc. 2017-Present

Assess the need, develop, and deliver solutions that move organizations and individuals forward. I am skillful in building and maintaining collaborative relationships across multiple teams, getting buy-in and effectively driving change for new initiatives in a complex organization.

- Designed inclusive workshops to help organizations and individuals identify the gap between who they think they are and who they actually are with regard to diversity, equity, and inclusion; lead participants in developing a personal action plan, moving from inaction to positive, sustainable action
- Led the implementation of multiple global marketing initiatives and digital transformation roadmaps
- Led the development of diverse pipeline and pathway programs, partnering with key stakeholders to promote equitable and fair treatment, access and opportunity for all, including pay practices

GLOBAL COMMUNICATIONS / D&I PROJECT CONSULTANT

Bobsled Marketing 2016-2017

Led an international team to bring new consumer goods to market which involves R&D, supply chain, marketing, and customer service.

- Direct and optimize client product portfolios from \$1M to \$1B in revenue
- Analyze customer behavior, process and communication pain points to identify opportunities to improve the online experience, drive conversion and develop operational efficiencies.

SENIOR MANAGER - HUMAN RESOURCES OPERATIONS

Torus Sphere 2014-2017

HUMAN RESOURCES MANAGER

Kennedy Law Firm 2012-2014

GLOBAL COMMUNICATIONS / PROJECT CONSULTANT

Lori Ann Dinkins, Inc. 2003-2010

DIRECTOR OF OPERATIONS, TRAINING AND DEVELOPMENT

ShopNBC | Polo Ralph Lauren 2000-2003

DIVERSITY & INCLUSION CONSULTANT

SKMA Inc. 1998-2000