

Cassie Grimsman

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PROFESSIONAL SUMMARY

Talent development professional who blends academic training in Organizational Leadership & Industrial-Organizational Psychology with experience in talent attraction, project management & executive interviewing.

EDUCATION

University of Northern Iowa | May 2017

Bachelor's Degree: Financial Management & Organizational Leadership

- 4.00/4.00 GPA
- 1 of 18 Presidential Scholars in class
- Industrial-Organizational Psychology Certificate

CERTIFICATIONS

- CAPM | Project Management Institute, #1986201
- Six Sigma Green Belt | University of Northern Iowa

EXPERIENCE

Cedar Valley Alliance | Waterloo, Iowa

Director of Talent Development | May 2017-Present

- Coach executives & human resource staff on workforce attraction & retention best practices
- Lead regional talent attraction initiative called Live the Valley (livethevalley.com)
- Conduct one-on-one interviews with top executives to identify business needs, expansion opportunities & workforce needs
- Analyze survey & interview data to identify economic trends
- Collaborate with regional educational providers, cities & workforce development offices to use data to attract, retain & train regional workforce to fit employment needs
- Assist businesses attain a total of \$3.9 million in funding for expansion projects

Center for Business Growth and Innovation | Cedar Falls, Iowa

Associate Consultant | August 2016-April 2017

- Structure & facilitate workshops on team dynamics & strategy
- Design instructional PowerPoint presentations & accompanying interactive handouts

Greater Des Moines Partnership | Des Moines, Iowa

Economic Development Intern | May 2016-August 2016

- Meet one-on-one with executives of 80 companies
- Analyze interview data using Microsoft Excel & SPSS to determine economic trends & compile report shared with public
- Implement use of a scheduling service to set interviews, increasing the participation rate from 27% to 36%

Enterprise Ireland | Dublin, Ireland

Six Sigma Management Consulting Intern | June 2015-July 2015

- Analyze events management process using Six Sigma Methodology
- Recommend solutions to cut waste & increase efficiency

I-O Psychology Undergraduate Research Experience

Cedar Falls, Iowa | August 2015-May 2015

- Analyze connection between students' sense of belonging & workplace engagement

LEADERSHIP

Introspect | October 2015-October 2016

Founder of Personal Development Workshop Series

- Plan & facilitate workshops on values, vision & time management
- Organize leadership development workshop series facilitated by experts from academia

Entrepreneurship Club | August 2013-May 2016

President

- Organize & lead meetings & workshops
- Recruit new members
- Mentor members

BASIC | August 2013-May 2017

Promotions Team Leader

- Manage social media & web presence
- Start biannual event, "Afternoon with Alice"

HONORS

- Purple & Old Gold Award Winner | May 2017
 - » Named by UNI Business Finance Department faculty as the recipient of the Purple & Old Gold Award, recognizing meritorious scholarship or conspicuous achievement
 - » Highest academic university honor given to undergraduate students
- UNIBusiness Ambassador to China | March 2016
 - » 1 of 8 UNIBusiness students to travel to sister school, Dianji University, in Shanghai, China
- Corporate Scholarship Luncheon Emcee | October 2016
- Grant W. & Shirley A. Christensen Memorial Scholarship | 2016-2017
- Wells Fargo Scholarship | 2016-2017
- Mark & Jill Oman Scholarship | 2015-2016
- Co-Emcee of Cedar Valley Women's Entrepreneurship Day | November 2015
- OEI (Okoboji Entrepreneurial Institute) | August 2015
 - » Chosen as 1 of 8 UNI Students to attend
- University of Northern Iowa Elevator Pitch Competition Winner | September 2014
- UNIBusiness Scholarship Recipient | 2013-2016

VOLUNTEER WORK

Junior Achievement of Eastern Iowa
Instructor | October 2017 - March 2018

John Pappajohn Entrepreneurial Center Advisory Board
September 2018-Present

Power of the Purse Conference
Planning Committee | October 2017-Present

Haiti Missions Trip
March 2015

Orchard Hill Church
Worship Team Member | April 2015-Present

UNIBusiness Dean's Advisory Board
August 2016-May 2017

SOFTWARE EXPERIENCE

SPSS
Microsoft Project, PowerPoint, Excel, Word
Adobe Illustrator, InDesign

Trello
Slack
Cedar Valley Alliance Job Board