

CHINA GORMAN

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“Leading the growth of revenue and profitability, improving business competitiveness via a strong workplace culture and driving increased global brand influence and impact are the hallmarks of my leadership in the Human Capital Management sector.”

China Gorman is a high-profile global business executive with extensive experience in growing high-performing, mission-driven organizations within the competitive human capital management (HCM) sector. She is an expert in leading organizations through dramatic turnarounds during periods of rapid growth and through economic recessions with exceptional results. As a turnaround leader, she is known for her ability to recruit, develop and retain diverse, world-class talent with a focus on gaining the competitive edge through a strong, committed workplace culture. Author of the popular blog, Data Point Tuesday (www.chinagorman.com), she brings relevant and actionable data and analysis to HR practitioners all over the world.

Joining Lee Hecht Harrison (LHH) LLC in 1997, she advanced rapidly within the \$250M subsidiary of Zurich-based \$17B Adecco S.A. As Regional Senior Vice President/General Manager in Boston, MA, she provided leadership to 17 operations in two regions and led the successful turnaround of Boston operations within six months from unprofitable to exceeding annual revenue and margin goals. Following this success, she was promoted to Chief Operating Officer in 2000 to lead North America operations encompassing 95% of company sales and 98% of company's profit contribution. Here she led the company through rapid growth period, increasing EBITDA 231% (1999 – 2002) while boosting company sales 207% during the same period.

In 2002, she was appointed President and charged to lead the global unit, including company-owned locations, licensees and co-branded parent company businesses. Within two short years, China had led LHH to an industry and group-leading position in profit generation, market share growth and product innovation during a challenging period in the market. In 2005, she was recruited back as President, North America at DBM, Inc. (now Lee Hecht Harrison, LLC), following its acquisition by a private equity firm, where she led and turned around the company's largest business unit generating \$75M annually.

Having solidified a reputation in the HCM industry for her operational leadership success, China was recruited in 2007 by Board of Directors at the Society for Human Resource Management (SHRM), to join the world's largest human resources professional association as the Chief Operating Officer, and charged with focusing on structuring and realigning operations, innovating new products and services, and strengthening brand equity. In this role, she drove adoption of social media and community-building strategies to position SHRM as current, relevant and visionary, and increased member satisfaction from 78.4% to 82%. Later, she served as Interim CEO upon retirement of former CEO in 2008.

For a brief period, China served as Chief Executive Officer of the CMG Group, an independent consultancy providing strategic marketing and branding support to emerging organizations in the Human Capital Management sector. As a sought-out consultant and speaker, she keynoted at numerous industry conferences in the U.S. and globally focusing on building strong employee engagement cultures for top performance and strengthening the business impact of Human Resources.

In 2013, she was brought in by the Co-Founder of Great Place to Work Institute to strengthen the U.S. consulting and global franchise HQ businesses. As Chief Executive Officer and Board Member for this privately held global workplace culture research, training and advisory consultancy, China was successful in leading significant global brand recognition growth with particular success in the U.S. when in the 2015 *Fortune 100 Best Companies to Work For* list received more coverage than ever before in its eighteen-year history. Under her leadership and direction, the company delivered 20%+ top-line growth with 100%+ bottom-line growth in FY14. Today, China serves as Strategic Advisor following the spin off of the company's global franchise business unit.

China holds a B.A. from the Principia College, and completed all coursework for an M.S. in Management/Organization Development at the National-Louis University. She is highly active within the HCM community holding numerous board seats, with present appointments that include the Strategic Advisory Council at RiseSmart, Inc. (www.risesmart.com), the Advisory Board at Workforce Institute at Kronos (www.workforceinstitute.org), and Secretary at the Board of Trustees for Jobs for America's Graduates (www.jag.org). Today, China resides in Las Vegas.