



## The Enspira Method

We can do the work because we have done the work. Our team has a unique blend of leaders with comprehensive HR experience and career consultants with deep expertise in business transformation and operational excellence.

### Launch

We begin with the end in mind by understanding your goals and objectives for the project and how it aligns to your company's overall mission and strategic priorities. The signature elements of our method are the listening tour and philosophical alignment session. These interactive, highly-engaging exercises are purposefully designed to better understand your current environment and establish the foundational principles upon which the future solution will be based.

### Architect

We architect our solutions based on the data assessed from the launch phase. We intentionally do not begin any design work until we have the inputs necessary to customize the solution to fit your specific requirements. One of our most common outputs is a solution roadmap, a comprehensive and outcome-driven plan to address your most critical talent & HR needs.

### Implement

You can rely on our end-to-end, hands-on support through implementation. We don't just build a solution and walk away. We often help with training, communications and change management, and we can even monitor progress and measure success in real-time.

## Clients

Our client base spans sectors, geographies, and sizes. To learn more about our clients and testimonies, visit our website.



### PURPLE CARROT

"Enspira is an instrumental consulting partner for us at Purple Carrot. In addition to providing ongoing HR advisory services to us, they are actively engaged on a critical talent project for us on the topic of career pathing, leveling, and titling. Kurt and Enspira are experienced, sensible, pragmatic, and flexible in their approach and we highly value our collaboration."

**Sarah Siegel**  
Senior People Operations Director



"As a nonprofit organization whose mission is to help and inspire people through running, New York Road Runners is thrilled to collaborate with Kurt and the Enspira team on HR function optimization and relaunching our new employee-centered programs. We selected Enspira to work with us given they bring broad and diverse expertise, having worked with a wide range of both nonprofit and for-profit organizations."

**Maria Note**  
Vice President, Human Resources



"Enspira provided invaluable perspective to our HR team and senior leadership as our company reached an important inflection point in our company evolution. They were very collaborative in designing the project to address our key questions and challenges, and really advanced our thinking on how to revamp our people practices. They brought clear expertise across industries and company stages and were also very flexible in their approach and delivery. We would happily partner with Enspira again!"

**Melissa McLaughlin**  
Chief People Officer

## Work Approach



### Retainer

Access to multiple/various Enspira team members for a variety of topics/needs for a set cost each month.



### Project

Determined based on project duration, complexity, velocity, resourcing, etc.



### Advising

By the hour, day/or in time blocks.



### Interim

Serve "in seat" CHRO, divisional HR and/or COE leader, etc. for vacant positions.



Inspiring your people to grow and thrive, so your business does too.

Visit our website for additional information about Enspira

## Our Areas of Expertise

### Performance Management

- Strategy
- Design/redesign
- Performance philosophy
- Technology platform counsel, selection & implementation

### Talent Strategy & Planning

- Talent philosophy
- Competency modeling
- Position & workforce segmentation
- Organization design
- Culture
- Team development & effectiveness
- Strategic communications
- Succession planning
- Technology platform counsel, selection & implementation

### Manager Capability & Effectiveness

- Training and development
- 1:1 management coaching
- Maximizing personal and professional potential for leaders at all levels
- Confidential assessment and 360 feedback

### Employee Engagement & Retention

- Career development & pathing
- Employee relations
- HR compliance training
- Employee surveys
- Compensation & benefits design
- Attrition risk assessment & mitigation
- “Healthy attrition” planning & execution
- Technology platform counsel, selection & implementation

### Diversity & Inclusion

- Inclusive leadership & culture
- Philosophy & strategy
- Unconscious bias training
- Employee resource groups (“ERGs”)
- Diversity recruiting

### HR Function Optimization

- Organization model
- Capability building
- Technology platform counsel, selection & implementation

## The Enspira Team



**Kurt Landon**  
CEO

Kurt is an executive and entrepreneur with 25 years of experience in senior business and HR leadership roles spanning various industries and geographies. He is the Founder & CEO of Enspira. Kurt’s prior experience is with leading organizations such as Accenture, Pfizer, Johnson & Johnson, Expedia, and Biogen. Most recently, he led the Human Resources function at Pinterest as SVP, People. Kurt studied, lived, and worked in 4 regions, 8 countries, and 16 cities and speaks 5 languages. He founded and operated 3 successful companies. Kurt is a frequent guest lecturer on the topic of “Business Decision-Making In the Context of Culture” at Northeastern University in Boston and Universite Catholique de Louvain in Belgium. He holds an undergraduate degree in Italian Language & International Economics from Washington University in St. Louis, and an advanced degree in Global HR Leadership from Rutgers University. Kurt lives in Palm Springs, California with his partner Andrew and dog Hudson.

 Pinterest SVP, People (HR)

 Johnson & Johnson Senior Director, HR

 Biogen VP, HR

 Pfizer HR Manager

 Expedia Group VP, HR

 Accenture HR Manager;  
Human Capital Consultant



**Vickie Maurer**  
Senior Vice President & Managing Partner

Vickie has more than 15 years of global HR and Talent Management leadership experience in both high growth and turnaround organizations. Prior to Enspira, she worked at Cardinal Health and led Talent Management for the Medical Segment as well as Leader Effectiveness for the enterprise. She also spent 10 years with Johnson & Johnson in various senior-level roles within the Medical Devices sector and is an alum of their prestigious HR Leadership Development Program. Vickie earned her M.A. from the University of Minnesota’s Carlson School of Management and holds a B.S. degree in Human Resources and Economics from Boston College’s Carroll School of Management. She lives in Columbus, OH with her husband Matt, sons Emerson and Spencer, and their Golden Retriever, Winston. Vickie is passionate about leadership development, health and wellness, and loves to travel.



**Jennifer Axmacher**  
President, Enspira, Technology Solutions

Jennifer has 25 years of cross-industry experience in strategic consulting, business transformation and account management. Prior to Enspira, she worked at Accenture as a Senior Principal in the Global Operations practice. She was selected to attend the Smith College Consortium, an intensive mini-MBA program designed for top performing and high potential women in leading U.S. corporations. She holds an undergraduate degree in Political Science and French from Duke University. Jennifer also loves cooking, entertaining and traveling the world with her husband Mark, son Wynn and dog Derby.



**Jenna Cohen**  
Vice President & Partner, Nonprofit Organizations

Jenna has 15 years of experience leading high-impact Human Resources and nonprofit programs. Prior to Enspira, she worked at Biogen, Beth Israel Deaconess Medical Center and the Jewish Community Relations Council of Greater Boston. She earned her M.B.A. from Simmons College School of Management and holds an undergraduate degree in Communications and International Relations from Boston University. Jenna also teaches yoga, loves travel and the outdoors, and is the mother of two beautiful children, a black lab, and charming chocolate puppy.



**Crystal Riley**  
Director & Associate Partner, Financial Services

Crystal has over 10 years of experience in investment banking, client management, human resources and talent acquisition. Prior to Enspira, she held roles at Biogen, Management Leadership for Tomorrow (MLT) and Barclays. She holds an M.B.A. from Duke University Fuqua School of Business, an undergraduate degree from Georgetown University in Finance and International Business and is an active alumna within her academic communities. Crystal is based in Boston and is an avid traveler, sports enthusiast, and loves trying new recipes.



**Leesa Hill**  
Human Capital Director

Leesa has 25 years of experience in the Human Resources industry with deep expertise in the areas of Diversity and Inclusion and Learning and Development. Prior to Enspira, she worked in human resource roles at Biogen, Pfizer and Kforce Inc. She earned her B.F.A. in Dance from Shenandoah Conservatory. Leesa is an avid reader, lover of music and spends as much time as possible with her husband of 20 years, two gorgeous sons and her spunky wire fox terrier, Blitzn.



**Jennifer Woods**  
Human Capital Director

Jennifer has over 20 years global HR leadership experience with broad expertise in Talent Acquisition & Operations and International Benefits. Prior to Enspira, she successfully built and led teams at Expedia Group, JP Morgan Chase, Volt Technical Resources and Alaska Airlines. In her 12 years at Expedia, Jennifer was on the ground helping to launch the Switzerland office and spent two years in Singapore leading and supporting multiple HR programs in 27+ countries globally. Jennifer earned her Associates of Applied Science Degree from Bellevue College. A lover of travel, sports and learning, Jennifer’s other interests include holistic healing, mindful living and new experiences.



**Kate Chand**  
Senior Consultant

Kate has over 10 years of experience in Human Resources and Business Operations. Prior to Enspira, she worked at Pinterest, ngmoco, and Mobius Photonics. Kate holds a B.A. in Studio Art and Art History from Santa Clara University. Based in Seattle, Kate also runs a property investment company, loves interior design and is the dog mom to two King Charles Cavaliers.



**Vivian Chiu**  
Chief of Staff & Senior Manager, Business Operations

Vivian has over 10 years of experience in Human Resources and Administration. Prior to joining Enspira, Vivian was most recently at Rothschild & Co as the HR Generalist. She holds a B.A. in Sociology with a minor in Business Administration from SUNY Geneseo. Vivian is based in New York, and enjoys hiking, eating, and planning the next trip with her husband, baby girl and sweet plott hound.



**Angela Gatta**  
Senior Manager, Human Capital

Angela has 6 years of experience in Human Resources. Prior to Enspira, she worked at Pembroke, Biogen, and Rothschild & Co. Angela holds a B.A. in Philosophy and Human Development, and a minor in Organizational Behavior from Boston College. Based in Boston, Angela plays a key role across multiple Enspira client engagements. In her spare time, she enjoys spending time with her family, trying new restaurants and watching movies.