

Vanessa Ortiz

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EDUCATION

Mitch Daniels School of Business, Purdue University – West Lafayette, IN

Master of Business Administration (MBA)

Krannert Graduate Institute – 2008

Focus areas in human resources (HR) and marketing

Completed the 3+2 Program and served as an MBA student mentor

Bachelor of Science (BS)

White Undergraduate Institute – 2007

Management major, marketing minor

Worked as the Purdue Wrestling Team Manager and mentor/tutor

Leadership Highlights

Outstanding Senior Award

Barbara G. Doster Positive Attitude Award

Member, Beta Gamma Sigma

President, Delta Phi Mu Sorority, Inc.

Communications Director, Mortar Board National Honor Society

EXPERIENCE AND RELEVANT SKILLS

Purdue University – West Lafayette, IN

Lecturer

Organizational Behavior and Human Resource Management (OBHR) Department

Daniels School of Business

August 2018 – Present

August 2025 – Present

Relevant skills: business writing, coaching, mentoring, talent assessment and teaching

Facilitate student learning and career readiness through the MGMT 33500 Strategic Business Writing course, and support OBHR department initiatives through faculty service.

- Teach four sections of the MGMT 33500 Strategic Business Writing course during the fall and spring semesters
- Coach and mentor members of the Purdue University Chapter of the Society for Human Resource Management (SHRM) to improve their leadership and career readiness skills
- Partner with the Business Career Services Office and the Purdue SHRM student chapter to host the annual employer networking event for undergraduate and graduate students to explore careers in HR
- Serve on the OBHR Faculty Publicity Committee to raise the visibility of faculty research and strengthen the brand of the department and business school overall

Associate Director for Employer Engagement & Alumni Programs

Business Career Services Office

Daniels School of Business

July 2021 – July 2025

Relevant skills: business writing, coaching, mentoring, talent assessment and training

Filled a new role with the Employer Engagement Team of the Business Career Services Office at the Daniels School of Business to grow and support alumni and industry engagement for increased professional development and employment opportunities for students.

- Partnered with the academic director of the Master of Science in Human Resource Management (MSHRM) Program to source industry speakers for the MGMT 591 Launching Global Leaders Course
- Coached and mentored members of the Purdue University SHRM Chapter to improve their leadership and career readiness skills through building employer partnerships and facilitating learning events
- Partnered with the SHRM student chapter to host the annual employer networking event to provide valuable opportunities for undergraduate and graduate students to explore careers in HR
- Coached and mentored students and alumni to support their career search efforts
- Developed and facilitated student training and learning opportunities to enhance their career readiness skills
- Managed the Mock Interview and Alumni Career Conversations Programs to create valuable opportunities for graduate students to practice their communication skills and grow their alumni and industry contacts

- Led the Salesforce system usage and optimization efforts for the Business Career Services Office and conducted tailored system training for staff and student users
- Grew and maintained alumni, employer and student relationships through relevant communications, collaborations and impactful engagement opportunities
- Served as the instructor for MGMT 591 and coordinated with industry experts to facilitate class presentations focused on real-world examples of how HR theory is applied in industry
- Redesigned MGMT 591 to adapt to changes in enrollment and the transition from residential MBA students to a cohort of 21 students primarily from the MSHRM Program
- Created and delivered member training as the Professional Development Committee Chair of the Latino Faculty and Staff Association
- Mentored three new staff hires through the New@Purdue Employee Experience Program
- Participated in the Purdue University DevelopMe 2.0 career exploration program in 2023
- Received a **Bravo Award** for operational excellence in 2022

Talent Acquisition Specialist

August 2018 – July 2021

Centralized Human Resources Department

Relevant skills: business writing, coaching, talent assessment and training

Staff recruiter for the Colleges of Engineering and Health and Human Sciences. Also served as the interim HR business partner for the College of Education through the Purdue Talent Share Program.

- Created documentation, led classroom training and provided one-on-one system support for the university's transition to SuccessFactors for staff and faculty recruitment
- Trained two new talent acquisition partners and coordinated the transition activities related to their assigned areas
- Revised and delivered the Resume Builder Training Module of the Moving Forward in Four Development Program for university staff
- Coached leaders in the College of Education to address employee relations issues, process department reorganizations and conduct reviews of the College of Education Faculty Bylaws
- Collaborated with business partners from the College of Engineering and HR on a pilot project to measure, analyze and track staff hiring in order to generate workforce planning estimates

Sensient Technologies – Amboy, IL

April 2016 – August 2018

HR Manager

Relevant skills: business writing, coaching, talent assessment and training

First HR leader at a sweet and beverage flavors manufacturing site with over 275 hourly operations employees, professional salaried staff and contract associates working across three shifts. Role was created to support the relocation of key beverage manufacturing processes to the plant, with the goals of maintaining employee satisfaction and direct communication with plant employees. To execute the relocation, the number of plant employees more than doubled within a two-year period and average tenure decreased from sixteen to eight years of service.

- Created and delivered customized training to help plant leaders better identify and assess multiple levels of talent
- Coached and partnered with the plant leadership team to execute plans for talent acquisition, employee development, training, succession planning and retention
- Created and/or helped facilitate new plant communication processes and standards, most notably for town hall meetings, employee roundtable meetings, plant recognition, organizational changes and employee relations issues
- Collaborated with the HR generalist and plant leaders to prepare for, execute and communicate change initiatives including the construction of new food processing lines and the launch of inventory bar code scanning throughout the facility
- Supported communication and collaboration efforts between the plant and the CEO's corporate oversight committee
- Presented on topics including HR policy changes, benefits enrollment options and respectful workplace training

Burgess Norton – Geneva, IL**October 2013 – March 2016***HR Manager***Relevant skills: business writing, coaching, talent assessment and training**

First HR manager to support a piston pin manufacturing site with over 150 hourly operations employees, professional salaried staff and contract associates, with a full-time employee tenure average of over 14 years of service. Role was created to increase employee satisfaction and support growth for a new, one-of-a-kind industry partnership.

- Collaborated with plant staff to prepare plans and communications for an SAP implementation, factory-in-factory construction, large-scale plant machine moves and a new product launch
- Designed and introduced new recruitment and on-boarding processes and materials for hourly operators, successfully filling all new openings
- Coached plant leaders to drive talent assessment and succession planning from only the salaried employee level to the hourly operator level in order to build talent management skills and invest in employee development
- Partnered with the global safety manager and plant leaders to launch safety initiatives, investigate and document incidents, and implement safety improvements
- Developed and implemented strategies for compensation changes and employee engagement activities
- Presented on topics including safety updates and new hire training

Allegion (Formerly Ingersoll Rand Security Division)**May 2008 – October 2013***Sr. HR Generalist – Indianapolis, IN**August 2012 – October 2013***Relevant skills: business writing, coaching and training**

Manufacturing operations site support for the division's flagship facility with over 500 hourly operations, non-exempt customer support, professional salaried employees and contract associates.

- Created and delivered supervisor training to increase understanding of HR policies, procedures and best practices
- Served as the advisor for the Employee Action Committee to coach members and facilitate employee engagement
- Conducted new employee orientation and designed internal employee transfer meetings to improve retention
- Partnered with front-line supervisors to investigate, resolve, document and debrief on employee relations issues
- Collected and analyzed data for site leadership to determine business, policy and process changes
- Managed the plant process for Affirmative Action Plan data reporting and improvement

*HR Generalist – Carmel, IN**February 2012 – August 2012***Relevant skills: business writing and talent assessment**

Headquarter and remote site support for the global integrated supply chain, engineering, and Latin American sales groups. Role was created to maintain my employment at Ingersoll Rand.

- Facilitated the communication plan for the global talent assessment process at the functional and sector levels
- Created a new process and materials to track the development plans of top global talent throughout the sector
- Worked with regional leaders to acquire and develop talent in Latin America to meet hiring and sales goals
- Supported the preparation, notification and termination processes for a sales and engineering reorganization

*HR Generalist – Carmel, IN**November 2010 – February 2012***Relevant skills: business writing, coaching, talent assessment and training**

Remote support for the Integration Services business with over 250 service, installation, sales, and customer service employees across multiple US sites. Role ended when the business was sold.

- Developed and implemented standardized talent acquisition, onboarding and exit processes and materials to improve hiring efficiency and effectiveness
- Served as the union liaison to support customized talent acquisition processes, provide contract interpretation, and process wage increases
- Collaborated with the environmental health and safety manager to improve safety policies, update materials and delivered required training for multiple business units
- Recognized that Integration Services was non-compliant and submitted proposal to establish the business and sector as a government-contracting organization for purposes of E-verify documentation and processing

- Researched, proposed and implemented the transition of background check and drug screen processing to a new vendor, lowering costs for multiple business units
- Coached sales representatives and project managers to interpret union contracts and complete job proposals
- Assisted with the transition and divestiture activities including employee communications, HR system updates and unemployment reporting

Talent Acquisition Partner (Final Assignment) – Carmel, IN

June 2009 – November 2010

Relevant skills: business writing, coaching, talent assessment and training

Remote support of the sales and engineering functions of the Security Technologies and newly acquired Residential Solutions sectors.

- Used coaching, collaboration and communication skills to gain alignment and buy-in with hiring managers and HR partners to successfully implement new standardized talent acquisition processes and materials
- Initiated, led and contributed to lean six sigma process improvements and documentation at the sector and enterprise levels to improve the talent acquisition process, materials and training
- Managed full cycle recruitment for over 50 salaried exempt positions from sourcing to background check approval
- Provided communication and training support for the program manager of the global High Potential (HIPO) Talent Development Program

HR Generalist (First Assignment) – Bridgeton, MO

June 2008 – June 2009

Relevant skills: business writing and coaching

Accelerated Development Program of Ingersoll Rand

First HR generalist to support the 300 salaried and hourly employees at the Hussmann service and installation branches in the Northeast, Intermountain and Midwest Territories.

- Built relationships and established communication plans with territory leaders to prioritize business and employee engagement initiatives
- Coached and collaborated with branch leaders to create, execute and evaluate employee engagement activities
- Investigated an overtime wage rate complaint at an acquired site and prepared the company response to a Fair Labor Standards Act (FLSA) audit, successfully avoiding fines and audits of other business sites

UNIVERSITY SERVICE

- **Staff advisor** for the Purdue Chapter of the Society for Human Resource Management (SHRM), 2023 – Present
- **Staff member** on the Daniels School of Business Experiential Education Steering Committee – 2024
- **Daniels School of Business mentor** for the New@Purdue Employee Experience Program, 2023 – 2024
- **Professional Development Committee Chair** for Purdue University Latino Faculty and Staff Association, 2023 – 2024
- **Mentor** for the Purdue Chapter of Delta Phi Mu Sorority, Inc., 2022 – 2024
- **Planning committee member** for the Association of Business School Alumni Professionals Annual Conference, 2023
- **Board of Trustees member** for the Purdue Chapter of Delta Phi Mu Sorority, Inc., 2021 – Present

PRESENTATIONS

Student Audience

- “Make a Statement and Great First Impression,” Business Opportunity Program Future Scholars Summer Camp. Purdue University, West Lafayette, IN, July 2025.
- “Panel Moderator Tips,” co-presenter, Business Career Services Training. Purdue University, West Lafayette, IN, February 2024.
- “Make a Statement and Great First Impression,” Latino Cultural Center’s Conexiones Student Retreat. Purdue University, West Lafayette, IN, August 2024.
- “First Impressions and Career Options,” Business Opportunity Program Future Scholars Summer Camp. Purdue University, West Lafayette, IN, July 2024.
- “Strengths and Sisterhood,” Delta Phi Mu Sorority, Inc. Retreat. Purdue University, West Lafayette, IN, March 2024.
- “Professional Image and Career Success,” Business Opportunity Program Future Scholars Summer Camp. Purdue University, West Lafayette, IN, July 2023.

- “Talent Acquisition Strategy Development and Execution,” Talent Acquisition and Workforce Planning Course. Purdue University, West Lafayette, IN, March 2022.
- “Total Rewards and Compensation,” MGMT 294 Navigating Gender in the Workplace Course. Purdue University, West Lafayette, IN, October 2022.
- “Self-Awareness for Success,” MGMT 591 Launching Global Leaders Course. Purdue University, West Lafayette, IN, February 2022.
- “Class Introduction and Company Culture,” MGMT 591 Launching Global Leaders Course. Purdue University, West Lafayette, IN, October 2021.

Staff and Faculty Audience

- “Professional Development Recommendations,” Latino Faculty and Staff Association Meeting. Purdue University, West Lafayette, IN, March 2024.
- “Performance Goal Creation Recommendations,” Latino Faculty and Staff Association Meeting. Purdue University, West Lafayette, IN, February 2024.
- “Collaboration: Alumni Engagement and Career Development,” co-presenter, Association of Business School Alumni Professionals Annual Conference. Purdue University, West Lafayette, IN, July 2023.

PERSONALITY ASSESSMENTS

- CliftonStrengths Top Five: Relator, Focus, Command, Strategic, Learner
- The Predictive Index Profile: Strategist – results-oriented, innovative and analytical with a drive for change