

GARRISON GIBBONS

CULTURE & COMMUNICATIONS

contact



New York, NY



www.garrisongibbons.com

acknowledgements

- Hypergrowth Expert
- Culture Connoisseur
- Communications Specialist
- DEI Advocate
- Public Speaker
- LGBTQ+ Executive

education

UNIVERSITY OF MISSISSIPPI

BFA THEATRE | MISSISSIPPI

bio

Garrison (he/they) currently works as the VP of People at Amun & 21Shares, overseeing the Global HR strategy for the company as they approach unicorn status. Being brand and mission driven, Garrison has worked exclusively for companies who make a societal impact and uses this mentality to impact morale and culture internally and further brand perception and awareness externally. Garrison is an expert in innovating and scaling practices, particularly in the startup and hyper-growth stage. Garrison's personal values are leading with empathy, practicing proactive transparency, and fostering an inclusive environment. Garrison is openly queer and works heavily in the diversity, equity, inclusion, and belonging space.

experience

VP of People

AMUN & 21SHARES | NEW YORK | 2021 - PRESENT

- Create and scale the People + Talent strategy and oversee the global execution of culture, onboarding, employee success, compliance, and operations

Head of People & Comms

KNOTCH | NEW YORK | 2019 - 2021

Hire #23

- Build the HR & People strategy and oversee execution of employee engagement, culture, talent, compliance, and operations
- Oversee internal and external communications, including building brand awareness, increasing brand reputation, and creating the category of content intelligence. Own executive and crisis communications.
- Own talent strategy, including forecasting, retention practices, performance management, and DEI strategy. Partner with Finance on go-to-market, model, and forecasting.
- Act as the main point of contact for the brand, both internally and externally. Serve as a crucial member of core executive leadership and manage HR and Communication teams.

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awards

**Tri-State Diversity Council's
LGBTQ+ Leadership Award 2021**

**Business Equity Magazine's
40 LGBTQ+ Executives Under 40**

Crain's New York's 20 in Their 20's

**Involve's HERoes 50 Executive
Advocates 2020**

**Digiday Worklife Awards:
HR Leader of the Year | Finalist**

consultative experience

HOLISTICALLY

NEW YORK | 2020 - Current

SHOWCASE

NEW YORK | 2020 - Current

TUNE.STUDIO

NEW YORK | 2017 - 2018

experience (continued)

PEOPLE OPERATIONS MANAGER & COMMUNICATIONS SPECIALIST

MIC NETWORK | NEW YORK | 2018 - 2019

- Oversaw the entire employee lifecycle from onboarding to offboarding. Worked closely with Talent Acquisition Partner on recruitment strategy and execution.
- Implemented culture initiatives, employee recognition programs, learning and development strategy, and employee engagement tracking.
- Worked closely with the SVP of Communications on brand communications, fully owning internal communications, all-hands meetings, and goal setting framework. Strategized and executed all internal and external events.
- Owned company-wide diversity and inclusion initiatives, including the development of a DEI council, company ERGs, and DEI vendor relationships.

Oversaw the transition to Bustle Digital Group following their acquisition of Mic. Owned Mic's rebranding, managed integration of retained talent and reorganization, and successfully launched BDG's DEI council.

MANAGER, PEOPLE & BRAND

RUMBLE FITNESS | NEW YORK | 2016 - 2019

Hire #5 & Founding Member

- Owned the scaling of the company to 125+ employees and the opening of 3 locations.
- Built a scalable talent strategy, training program, and performance management process from scratch.
- Developed an identifiable culture, including the creation of a family-like, transparent workplace environment.
- Oversaw new studio openings, relationship with external PR agency, and celebrity and investor relations.
- Managed internal, executive, and brand communications, while being the main point of contact for conflict resolution and crisis management.

COORDINATOR, RETAIL BRAND & TRAINING

BARRY'S | NEW YORK | 2015 - 2016

- Managed retail gifting, brand ambassador program, and retail-oriented marketing and social media strategies.
- Trained all staff on retail best practices, visual merchandising, and selling points per collection.
- Saw 3x increase in overall retail revenue and consistently exceeded sales goals through grassroots campaigns, earned social, and training.
- Worked closely with the executive team on overall rebranding of Barry's (from Barry's Bootcamp), the development and launch of the retail function, and new product and logo designs.