





# Samantha Easter

Analyst | Consultant | Coach

Enthusiastic self-starter driven to be a force for positive organizational change. Skilled at thinking divergently to address complex problems with simple and pragmatic solutions. Thrives under pressure to lead cross-functional teams to build, analyze, and iterate concurrent high-priority projects.

## CONTACT

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## EDUCATION

### Master of Business Administration

University of Utah | May 2018

Strategy & Project Management

Certificate-Business Analytics

Certificate-Six Sigma

### Masters of Education

University of Arizona | 2015

Specializations:

Diversity, Equity & Inclusion

Workforce Education

### Bachelor of Arts-Journalism

University of Arizona | 2010

## SKILLS

Data Analytics  
Process Improvement  
Communication  
Consulting  
Project Management  
Diversity, Equity & Inclusion  
Training and Development

## MEMBERSHIP

### International

International exposure: China, MENA, Mexico, France

### Membership

Marketing-Utah ATD  
Governors Committee of Workforce Development  
Researcher for the Center for Innovation in Finance and Banking  
Big Brothers, Big Sisters Volunteer  
Toastmasters

## WORK EXPERIENCE

### Mountain America Credit Union: 2018 - Current

#### Strategic Initiatives Manager – HR

- ❖ Identified need for objective research and rapid solution prototyping aimed at improving the employee experience reporting to the CHRO
- ❖ Led interdepartmental strike teams to deliver on top business priorities; including call center attrition, DEI, and front-line employee preparedness
- ❖ Produced internal Covid-19 response guide to prepare and support leaders while collecting lessons learned
- ❖ Won 14 organizational awards, including "Social Innovation", "Ethics in Leadership", "Top Credit Unions to Work for"

#### Senior Program Manager – Employee Experience

- ❖ Spearheaded programs to support employees in their professional development and financial wellness; culminating in a record 99.6% completion rate in baseline financial assessment
- ❖ Pioneered and owned internal communications channels with the highest utilization in the organization

#### Assistant Vice President – Instructional Design

- ❖ Led team of 8 educators and designers to create, maintain, track, and improve knowledge transfer across organization;
- ❖ Evaluated organizational workflows to increase training impact with less resources

### MX – Financial Tech Start Up: 2017-2018

#### Assistant Director of Training

- ❖ Designed resources and workflows which increased client training efficiency while generating an ROI of \$200,000
- ❖ Developed evaluation method showing department efficacy, authored whitepaper and case studies
- ❖ Analyzed data to understand and identify consumer trends and to facilitate value creating future offerings

## PROFESSIONAL DEVELOPMENT

### Publications

Credit Union Magazine  
HR Tech Magazine  
Inside Tucson Business  
Border Beat

### Appearances

AT-W Conference 2021:  
"Understanding Neurodiversity"  
Utah ATD Conference 2021:  
"DEI-For Real"