

MISTY BIRCH, Hurricane, UT

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HR EXECUTIVE/SENIOR LEADER

Talent Management / Organizational Development / Leadership Training

Accomplished HR leader with extensive experience in **driving strategic initiatives** that transform organizational culture, enhance employee engagement, and optimize operations at scale. Expertise in overseeing HR functions for thousands of employees, implementing **strategic retention initiatives** that significantly reduce turnover, and leveraging **HRIS systems** to streamline processes and boost efficiency. Adept at navigating complex **labor relations**, fostering regulatory compliance, and collaborating closely with senior leadership to align HR strategies with organizational goals. Known for delivering **inspirational leadership** and fostering a culture of **continuous improvement** through targeted training, organizational development, and talent management. Demonstrated success in promoting **diversity, equity, and inclusion** in the workplace, with a deep understanding of **cultural dynamics** gained from a background that includes growing up on an Indian Reservation.

Driving HR strategies that enhance engagement and efficiency.

- **Reduced division turnover by 11%** through strategic retention initiatives, leading to higher employee satisfaction and lower operational costs.
- **Spearheaded cultural transformation** across 23 hospitals, earning commendations from senior leadership for improving collaboration and engagement.
- **Executed Culture of Safety and Engagement surveys** to identify and address key areas of dissatisfaction, improving operational efficiency in four hospitals.
- **Overhauled HRIS systems**, integrating three disparate platforms into a unified system that enhanced data accuracy and streamlined processes.
- **Ensured compliance with Department of Justice requirements** by leading comprehensive policy and procedure training, mitigating legal risks.
- **Accelerated time-to-hire by 3 days** through the implementation of electronic hiring systems, increasing team productivity and efficiency.

AREAS OF EXPERTISE

Strategic Human Resource Planning, Employee Engagement, Organizational Development, Talent Management, Succession Planning, Performance Management, HRIS Implementation, Data Analysis, Employee Relations, Labor Relations, Union Negotiations, Regulatory Compliance, Benefits Administration, Compensation Strategy, Leadership Development, Change Management, Diversity and Inclusion, Workforce Planning

TECHNICAL ACUMEN

HRIS: Workday, iCIMS, Taleo, Lawson, Lawson Report Writer, Kronos, UltiPro, CareerBuilder
Technologies: Microsoft Office Suite, PowerBi, QuickBooks

PROFESSIONAL EXPERIENCE

OVATION HEALTHCARE

Vice President, People Operations (Hybrid)

Oct 2024 – Current

A strategic partner to senior leadership and cross-functional stakeholders, drive organizational change by leveraging data and analytics to enhance programs, creating exceptional experiences for both employees and clients. Ensure that HR strategies are aligned with the company's goals, fostering a positive, productive, and inclusive work environment. Oversee all HR functions, including talent acquisition, employee relations, performance management, and compliance, ensuring that our HR practices are both innovative and compliant. Focused on enhancing employee engagement, **reducing turnover, and streamlining HR processes through data-driven decision-making and strategic planning.**

LIFEPPOINT HEALTH

Assistant Vice President, Human Resources, Western Division (Remote)

Sep 2022 – Dec 2023

Strategic partner to the Division President, overseeing the HR strategy, operations, and initiatives supporting 12,000 employees across 19 hospitals, including seven locations with multiple unions. Focused on enhancing **employee engagement**, reducing turnover, and streamlining HR processes through **data-driven decision-making** and strategic planning. Recognized for successfully leading cultural transformation efforts and improving operational efficiency across the division.

Key Skills: *Strategic HR Planning, Employee Engagement, Organizational Development, Union Relations*

- **Reduced division turnover by 11%** through strategic retention initiatives.
- **Successfully rolled out a new company culture** program across 23 hospitals, earning leadership commendations.
- **Executed Culture of Safety and Engagement surveys** that improved operational efficiency and morale.
- **Transitioned HRIS systems** from three disparate platforms to a unified system, enhancing data accuracy.

Division HR Director, Mountain Division (Remote)

Mar 2019 - Sep 2022

Promoted to lead succession planning, talent management, change initiatives, and organizational performance across 23 hospitals in eight states. Collaborated with the Talent Operator, CEO/Market President, and leadership teams to implement HR strategies that align with business goals, driving performance improvements and increasing employee satisfaction.

Key Skills: *Succession Planning, Talent Management, Performance Management, Regulatory Compliance, Training Expert*

- **Developed and launched a system-wide employee satisfaction platform** in collaboration with Glint, training over 400 participants.
- **Led project and policy/procedure training** to ensure Department of Justice compliance for an out-of-division hospital penalized for drug diversion.
- **Aligned HR initiatives with business goals** across 23 hospitals, driving performance improvements.

Human Resources Director

Jan 2013 - Mar 2019

Directed HR activities, including **benefits administration, compensation, employee relations**, and compliance with regulatory standards. Played a pivotal role in **enhancing HR processes** and ensuring operational standards were met.

Key Skills: *Benefits Administration, Compensation Strategy, Employee Relations, Regulatory Compliance*

- **Launched an HR metrics tracking system** to enable data-driven decision-making and reporting to leadership.
- **Reduced time-to-hire by 3 days** by transitioning from manual to electronic processes, increasing team productivity.
- **Implemented a digital performance evaluation system** tied to compensation and skills checklists, streamlining the process for leaders.

Business Development Director

Jan 2014 - Mar 2019

Managed marketing, growth, and outreach programs emphasizing new services to fuel hospital growth. Developed **strategic marketing campaigns**, overseeing strategic plans and up to \$200K budgets to drive revenue and market share.

Key Skills: *Business Development, Marketing Strategy, Service Line Development, Budget Management*

- **Developed and launched new revenue-generating service lines**, including Urgent Care and a Retail Pharmacy.
- **Revitalized hospital brand with full logo updates** across products, signage, and marketing materials.
- **Established hospital and physician offices' online presence** with strategic social media planning and launched social media, broadening patient reach.

JORDAN VALLEY MEDICAL CENTER

Human Resources Director

Jan 2006 – Dec 2012

Oversaw HR functions, led daily operations and collaborated with administration, management, and staff. Upheld The Joint Commission and Det Norske Veritas (DNV) standards. Optimized performance and employee growth in the Customer Service and Education departments.

Key Skills: *HR Operations, Regulatory Compliance, Customer Service, Employee Development*

- **Led a two HR Department merger** in 2007, impacting 1.5K employees and reducing turnover by 10% annually through effective integration and retention strategies, aligning policies and compensations, and unifying an electronic back-office system.

- **Merged four hospital business offices** into a Regional Consolidated Business Office for Utah Market to enhance operational efficacy and service delivery.

EDUCATION

Master of Business Administration (MBA) | UNIVERSITY OF PHOENIX | Salt Lake City, UT

Bachelor of Science Degree (BS) | Business Management | UNIVERSITY OF PHOENIX | Salt Lake City, UT

CORE COMPETENCIES

Training and Development, Recruitment and Selection, Employee Retention, HR Metrics, HR Policies, Conflict Resolution, Employee Wellness, Organizational Design, Talent Acquisition, Vendor Management, Employee Communications, Organizational Effectiveness, Continuous Improvement, HR Strategy, Performance Improvement, Employee Recognition