



Diversity, Equity, Inclusion (DEI) Leadership

Note: This resume is structured in a Functional Format to highlight selected work experiences for this role. Chronological format is available upon request.

Multilingual professional (Portuguese, Spanish) with **dual citizenship** in the USA and Europe; skilled in corporate recruitment, career education, diversity & cross-cultural consulting and coaching, community engagement, marketing, social media, leadership, and project management; recognized leader in DEI thought-leadership; ability to provide advocacy, political capital, and critical thinking to challenging problems faced in DEI and social justice. Versed in Stakeholder Capitalism frameworks, VUCA, and historical contexts of Race/Gender in the US and Global countries.

Author: [The Employer Anti-Racism & Gender Equality Scorecard®](#) – book on historically disadvantaged groups and DEI strategies.

Recognition: [2020 SoACE Champion of Diversity Award](#) – Southern Association of Colleges and Employers.

Recognition: [2021 NACE Diversity, Equity and Inclusion Excellence Award](#) – National Association of Colleges & Employers.

Recognition: Winner of the 2021 Division of Student Affairs Diversity Award – University of North Carolina at Chapel Hill.

Diversity Training: [Certified Professional Coach](#) (Diversity specialization); [Inclusive Excellence Certificate](#) (NC State).

Key Competencies include:

- **TEAM SUPERVISION:** Recognized for managing diverse teams of direct/indirect reports through inclusive/participative leadership, coaching, mentoring, and training skills to achieve departmental goals that support positive stakeholder outcomes.
- **COMMUNICATION:** Ability to influence at all levels across the organization from the executive leadership team, business group leaders, ERG leaders, and global cross-functional partners on matters such as social and racial injustices.
- **PROGRAM ASSESSMENT:** Managed data analysis and coordinated the record keeping for reports used by accreditation authorities and school rankings publications to audit career centers and credit-bearing graduate courses; NACE/MBACSEA.

Diversity-Equity-Inclusion Project Experience

UNIVERSITY OF NORTH CAROLINA (CHAPEL HILL) – CHAPEL HILL, NORTH CAROLINA

2019 – Present

Director of External Relations, Marketing, & Analytics – University Career Services

Leadership: As “Second in Command”, coordinated customized training and activities to strengthen workplace culture and promote staff’s participation in being accountable for a collaborative workplace – implemented mandatory diversity training.

- Lead team of 6 direct reports and 4 Interns to develop and execute a 3-year Employer Relations Strategy that included comprehensive DEI initiatives aimed at increasing professional outcomes for underrepresented groups.
- **Marketing & Communications:** Designed “target market” criteria and “client/customer experience” plan for employers based on a self-created rubric to identify “Inactive”, “Active”, and “Prospective” employers.
- **Increased revenues** for our Tech Job Fair and Fall Job & Internship Expo by 163% and 35% respectively; **increased student attendance** by 25% and 30% respectively through innovative marketing campaigns to campus stakeholders.
- **Secured \$21K** from a company to sponsor a Diversity Leadership Networking event for diversity student clubs, faculty/staff diversity program managers, and diversity recruiters.
- Embedded DEI metrics into the performance evaluations of all direct reports beyond the standard institutional goals to ensure all individual goals included measurable DEI KPI’s – 1st of its kind in the department.
- Served as Search Committee Chair and led internal hiring teams on full-cycle recruitment and staff onboarding; developed proprietary rubrics to minimize biases in candidate evaluation – consulted on 20-person org chart redesign.
- Resolved inter-office disputes by holding meetings with Vice Chancellors, Ombudsman, EOC directors, and other areas of human resources to hold leaders accountable for inclusive workplace behaviors – led to leadership changes that improved office morale.

DEI Strategy: Oversaw the working groups and creation of a 3-year strategic plan to develop initiatives that improved employment outcomes for both general and underrepresented/underserved student populations.

- DEI Consultant and Coach to external employer partners seeking to improve their transparency and accountability on DEI – implemented 10-hour Inclusive Workplace Leadership Series workshops.
- Conducted comprehensive review of campus-wide student clubs (ERG-equivalents) to create a contact list of leaders to support student retention, networking, and recruitment with campus recruiters.
- Created the 1st Faculty Career Champions Program to build a platform that educated over 70 faculty members on ways to support underperforming students of all demographics to participate in Diversity Leadership Training – over 500 participants reached.
- Selected to join Chancellor’s Initiative to create a “**Career Pathways**” program for the Covenant Scholars (low-income students) to connect with “Research Triangle Park”-based companies; created a 4-step plan for student career exploration to employment.

Recruitment Strategy: Redesigned how the career center would recruit students, employers, alumni, parents, and community stakeholders to support internships, jobs, and experiential learning for underrepresented groups and underserved student majors.

- Partnered with corporate recruiters, hiring managers, and interviewers to find diverse talent and set interviewers up for success in the hiring process through unconscious bias training.



- Consulted corporate recruiters on skills learned within diverse student majors and provided expertise on building a more inclusive sourcing approach, selection criteria, and onboarding process.
- Generated value for employer partners: 1) Contributed to the development of a compelling employer brand messaging and recruiting strategies to attract and retain diverse talent, and 2) created talent pipeline programs focused on attracting candidates with a diverse set of perspectives and experiences.

Data Analysis & Reporting: Laid the foundation to collect data from internal databases to guide decision-making and predict trends regarding racial and gender participation in job recruitment and career education for +20,000 students.

- Analyzed job application demographics and utilized benchmarking tools to monitor data trends on outcomes to determine if inequities existed for historically underrepresented minorities.
- Authored a bi-weekly “employment trends and DEI” report; completed external employer benchmarking utilizing metrics and scorecards to drive diversity strategy and ROI.
- Partnered closely with the program managers, senior leaders, and department heads to develop a Career Pathways model for low-income, first-generation, and racial/ethnic minorities to achieve desired milestones and post-graduate outcomes.

DIVERSITY LEADERSHIP SOLUTIONS, LLC – CARY, NORTH CAROLINA

2018 – Present

Founder and Consultant

In 2018 I created a consultancy to help organizations improve their efforts to improve the equality and equity of outcomes for historically disadvantaged groups in education, entrepreneurship, employment, and economic mobility.

- **Anti-Racism & Gender Equality Scorecard©:** Created an innovative scorecard to evaluate and analyze the diversity recruitment and engagement strategy of over 500 companies; consulted employers on DEI transparency and accountability.
- Facilitated training and team coaching to help organizations advocate for underrepresented groups - both internally and externally - through programs like employee resource groups, corporate giving, and community relations efforts.
- Evaluated DEI efforts from external employer partners by identifying areas that could be benchmarked and compared to in-group and out-group peers against transparency and accountability of annual plan goals.

KIMBERLY-CLARK LATIN AMERICA – ATLANTA, USA; LATIN AMERICA

2 Years

Global Health & Hygiene FMCG (maker of Huggies, Scott, and Cottonelle) with annual net sales averaging \$18.0B.

Human Resources Consultant – University Recruiter | Diversity & Inclusion ERG Leader

- **Advised 7 Employee Resources Groups (ERGs)** on increasing employee engagement and productivity by aligning ERG goals and initiatives to overall company strategy.
- Planned and delivered “Leadership and Recognition” Summit Event in collaboration with ERG Leaders to build cultural competency and leadership capabilities for ERG’s and the company at large.
- Partnered with Recruiting, Marketing, and Corporate Communications to build an employer brand that resonated with diverse candidates through website, social media, and print materials.
- **Created the 1st position of University Relations Manager** for Latin American Operations; developed employer brand awareness campaigns to over +3000 university faculty, staff, and students in the region.
- **Diversity Recruitment:** Redefined target schools for sourcing talent by expanding to business schools in Spain which led to new collaborations and recruitment opportunities for K-C USA, K-C Spain, and K-C Latin America.
- **Managed recruitment cycle** from requisition to on-boarding for the newly-created international internship program that provided internship talent to K-C operations located in Roswell and throughout Latin America.
- Led the process for L-1 Visa intra-company transfers; coordinated with immigration lawyers and HR legal department to ensure **100% compliance with Federal Immigration laws.**
- Led the effort to create the first customized management development program for Kimberly-Clark Central America with INCAE Business School’s Corporate Education division – over 50 regional managers trained in leadership principles.
- Built the business case for Kimberly-Clark to provide **sponsorship for their first corporate-wide case competition** at Purdue University’s Supply Chain Symposium – \$10k value.

VJS CAREERS CONSULTANCY – LISBON, PORTUGAL

4 Years

Founder and Consultant

A consultancy based in Portugal to provide contract career services at the leadership level to universities in Europe & UK that were difficult to fill with local talent.

DURHAM UNIVERSITY BUSINESS SCHOOL – DURHAM, ENGLAND

Manager – Global Alumni Relations

- **Team Supervision:** Headed alumni relations team to support job placement and continuous professional development for “0-3 Years Alumni” through the Alumni Introductions program – over 100 connections made (10% increase).
- Created the strategic plan for alumni career development, engagement, and survey data collection to **increase Affinity Groups** based on Gender, Race, and Nationality in targeted geographic regions around the world.
- Liaised with directors of the university’s Global Alumni Offices (ERG-equivalents), which included **USA, China, and Nigeria** to oversee efforts to support the university’s research, teaching, and service missions.

Roderick E. Lewis, MBA, CPC

Tel: +1.205.650.0505 Email: Lewisrod@gmail.com Website: www.linkedin.com/in/lewisrod



Lewis, Page 3 of 3

IBS BUSINESS SCHOOL – LISBON, PORTUGAL

Director – Career Services for International Pre-Experience Masters Programs and Energy MBA

- Started-up the operations for the 1st International Career Center, crafted policies, procedures, and practices aligned with program assessment from the major b-school accreditation agencies of AACSB, EQUIS, and AMBA.
- **Team Supervision:** Mobilized Graduate Interns to support event planning, internship and full-time job postings, and employer outreach initiatives for fast-growing English-speaking student population of +300 students/yr.
- Conducted research studies comparing **Diversity & Inclusion concepts** from the USA to concepts in the EU, UK, Asia, Africa, and Latin America to educate stakeholders on various cultural leadership constructs.

THE LISBON MBA BUSINESS SCHOOL (CATÓLICA | NOVA | MIT SLOAN) – LISBON, PORTUGAL

2 Years

Director – MBA Career Management Center & Alumni Operations

- Started-up greenfield career center as 1st Director of Portugal's 1st International MBA program; developed local internship market by selling its potential for **completing +12,000 hours/yr worth of key projects.**
- **Team Supervision:** Guided Employer Relations Manager and Admin Assistant to develop recruitment relationships with +50 companies/yr while **managing a +200K/year budget** to fund career center operations that achieved 100% placement each year.
- Proposed, gained buy-in, and **taught the 1st credit-based career course** to +300 multi-national participants utilizing lectures, online seminars, and guest speakers to add competitive advantage for **+ \$1M international brand growth.**
- Increased Brand penetration of the program among recruiting employers in the **USA, Brazil, Venezuela, Switzerland, England, France, Spain, Poland, Singapore, and Hong Kong** through Alumni Relations, face-to-face visits, social media, and offline networking – increased job postings diversity by 50% and 20% student placement.
- Implemented innovative On-boarding Program (Career START) that significantly improved retention rate of admitted students –program engaged students 8 weeks prior to 1st day of classes.
- Designed and taught 1st ECTS-credit Career courses for over 300 students utilizing course lectures, online seminars, and individual advising – 90% student participation.

Education and Professional Certifications

- **The Georgia Institute of Technology** – Master of Business Administration (MBA)
- **The University of Alabama** – Bachelor of Science in Electrical Engineering (BSEE)

Publications and Presentations

Books and Articles:

- Lewis, R.E., [“The Employer Anti-Racism & Gender Equality Scorecard: Equality and Equity in the Workplace.”](#) January 2021.
- Lewis, R.E., [“Coaching through the Lens of Diversity and Inclusion.”](#) August 2018.
- Lewis, R.E., [“Equality and Non-Discrimination Compliance in Organizations.”](#) June 2014.
- Lewis, R.E., [“The Corporate Recruitment Game: What Recruiters Don’t Tell, And What Employers Try To Sell.”](#) December 2011.

Webinars:

- Lewis, R.E., Employer Diversity Scorecard in Action. [Recording.](#) February 2021.
- Lewis, R.E., Inclusive Workplace Leadership Spotlight #3. [Recording.](#) September 2020.
- Lewis, R.E., Psychological Impact of Racial Discrimination in the Workplace. [Recording.](#) September 2021. September 2020.

Technology & Software

MS Office Suite, Excel Pivot Tables, Google Suite, Social Media Tools, PeopleAdmin, DISC, CareerLeader, Moodle, Handshake.

Top 5 Strengths

Arranger, Learner, Individualization, Futuristic, and Relator – click here for definitions: [Clifton Strengths.](#)