



Jennifer Lindberg, SPHR, SHRM-SP

Strategic HR Advisor

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EXPERIENCE

Jenn joined Lake Effect in January of 2020, bringing 23+ years of HR practice to the team. She has extensive experience in the areas of recruiting, employee development and training, leadership coaching and development, benefits administration, management of complex employment issues, policy development and implementation, writing and implementing employee handbooks, employee relations, performance improvement strategies, review plan development, workplace investigations, anti-harassment initiatives, engagement and retention strategies, and strategic planning. Throughout her career, Jenn has assisted employers in a variety of settings, including professional services, staffing, tech and biotech companies, as well as non-profit and religious organizations.

Key Accomplishments

- Advised and guided up to 140 diverse organizations across the Midwest on all aspects of Human Resources issues with the focus of reducing corporate liability through proactive measures, establishing constructive working relationships and maintaining employees' self-esteem.
- Managed all HR-related functions for a state-wide non-profit with employees spread out across 47 counties.
- Gained extensive experience consulting with company leaders regarding HR strategies for the future of their organization, including planning for periods of aggressive hiring, and compassionately coaching on necessary reductions in force, layoffs or terminations.
- Negotiated benefits renewals while being respectful of the impact on budget and employee engagement.



- Charismatically conducted numerous trainings on a variety of HR-related topics for private organizations, as well as in public forums.
- Collaborated with internal and external payroll, brokers, benefit and legal teams to best address company needs and concerns.

Professional Affiliations

- Society for Human Resource Management (SHRM)
- Greater Madison Area Society for Human Resource Management (GMASHRM)

Education

- Edgewood College, Madison, Wisconsin - Bachelor's Degree in Performing Arts, Minor in Religious Studies

Certifications & Licenses

- SHRM Senior Certified Professional (SHRM-SCP)
- HRCI Senior Professional in Human Resources (SPHR)

Community Involvement

- United Way of Dane County: Served as a Loaned Executive
- Worked with service and technology companies in strategic planning for their annual campaigns to augment giving from the prior fiscal year.
- Appointed by the United Way Executives to take a leadership role among the group of approximately 35 loaned executives.
- Elected by the other Loaned Executives to speak on behalf of the group at the celebration concluding the campaign.
- Upon completion of the program, served on the Former Loaned Executive (FLE) committee for 4 years, including 2 years as the President.
- Redline Club: Served on the Board of Directors for Middleton High School Hockey (2015 – 2018)
- Middleton Youth Hockey: Served as Team Manager (2009 – 2015)



Personal

Jenn is a lifelong resident of Dane County, currently residing in Middleton with her husband Bob in their empty nest while their son attends college in Minnesota. She is a recovering Hockey Mom who is learning to enjoy travel that does not include attendance at tournaments at various ice rinks.