

# LISA FREIDEN HAMMOND, CPC

Raleigh, NC • 214.534.9603 • [freidenhammond@gmail.com](mailto:freidenhammond@gmail.com) • [linkedin.com/in/lisafhammond](https://www.linkedin.com/in/lisafhammond)

## CHRO | SVP, PEOPLE & CULTURE | HR OPERATIONS LEADER

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CHRO and enterprise HR leader with 20+ years scaling people functions across PE-backed enterprises, high-growth and disrupted environments. Distinguished by a deep HR Operations backbone — HRIS and ATS implementations, payroll and benefits transformations, compensation architecture, people analytics, and process redesign that consistently delivers multi-million-dollar savings while improving employee experience. Known for bringing cross-functional leaders together to execute system-wide transformations — HCM, ERP, Salesforce, RevOps, and AI adoption — and for coaching executives through the people and changing dimensions that make those transformations land. Pair strategic vision with hands-on execution: designing people-first cultures, leading through M&A and divestment, Organizational Re-Designs and building the operational systems that let businesses scale. Certified Professional Coach.

## CORE STRENGTHS

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### HR Operations & Systems

HCM Transformation (Workday, Oracle) • HRIS & ATS Implementation • Payroll Transformation • Benefits Design & Vendor Negotiation • Compensation Architecture • People Analytics & Reporting • Process Redesign & Automation • HR Technology Roadmap • Compliance & Risk Management

### Strategic HR Leadership

Business-Driven HR Strategy • M&A and Divestment • Organizational Design • Executive Coaching & CEO Advisory • Change Management • Cross-Functional Transformation Leadership • Strategic Workforce Planning • P&L Impact & Budget Optimization • Leadership Development • Culture & Belonging • Enterprise AI Governance & Adoption

## PROFESSIONAL EXPERIENCE

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### VERADIGM (formerly Allscripts)

SVP & Chief Human Resources Officer

Raleigh, NC

March 2020 – December 2025

Led people strategy for a publicly held healthcare technology company through its evolution from Allscripts to Veradigm — supporting workforces in the US, India, England, the Philippines, and Canada during the Allscripts era, with international operations outside of India divested as part of the 2022 sale. Complex, heavily regulated environment spanning Provider, Payer, and Life Sciences BUs. Member of the Executive Cabinet; partnered directly with CEO, C-suite, and BU General Managers. Led team of 6 direct and 25 indirect reports across ESG, Internal Communications, Total Rewards, L&D, HR Business Partners, Talent Acquisition, and People Operations. Progressed through Director, SVP, and CHRO roles; most recent headcount ~3,000 employees across US and India.

### HR Operations & Systems

- Led cross-functional HCM transformation as the unifying force bringing HR, IT, Finance, and BU leaders together — migrating 2,700 associates across the US and India from legacy Oracle to Workday (Core HCM, Recruiting, Talent, Compensation, and Analytics) in 14 months from contract to implementation. Reframed a system-wide implementation as a shared operating-model redesign that modernized core people infrastructure and delivered lasting process, reporting, and employee-experience gains.
- Delivered the Workday Core HCM go-live (January 2026) with the lowest error rate among the enterprise's three major platform go-lives (HCM, ERP, and Kantata) — 90% leader adoption and 85% of associates accessing the system within the first week, reflecting the change-management, training, and stakeholder-engagement rigor built into the rollout.
- Served as executive coach and people/change consultant on enterprise transformations outside of HR — partnering with business owners of Salesforce, ERP, RevOps, and Kantata implementations on stakeholder alignment, adoption strategy, org-design implications, and leadership enablement so each rollout landed with the teams using it.
- Rebuilt the HR function in 2021 as a strategic redesign (not a reduction) — saved \$750K in salary costs while adding 6 roles where capability was needed. Sustained discipline delivered \$2.2M under budget year-over-year through internal development and process improvement.

- Led implementation of new ATS (Greenhouse) alongside hiring managers — drove year-over-year gains in Hiring Manager satisfaction and improved recruiting speed and quality in a competitive tech-talent market.
- Redesigned performance management into an integrated operating system — succession planning, IDPs, and 9-box talent reviews on a single cadence — and launched an internal executive coaching program that accelerated Director and VP performance.
- Served on the enterprise AI Steering Committee — shaping company-wide AI governance and adoption strategy across business functions, not just HR. Co-developed guardrails for responsible AI tool evaluation and use in a regulated healthcare environment and built internal AI capability across the HR team so People leaders could pilot AI-enabled ways of working with confidence and compliance.

### Strategic People Leadership

- Served as trusted advisor and executive coach to CEO and leadership team through five simultaneous organizational disruptions (major divestment, open regulatory audit, stock delisting, 5 CEO transitions) — keeping key talent engaged and the business operating through deep uncertainty.
- Led the people side of a major divestment end-to-end — from due diligence through TSA management — affecting 5,000+ associates while maintaining business continuity, partnering closely with legal, finance, and operations.
- Partnered with the Life Sciences GM on people strategy for a growth-targeted BU focused on real-world data and evidence generation — shaping talent planning, leadership development, and organizational design to support its scale trajectory within a regulated healthcare environment.
- Drove three consecutive years of double-digit improvement in associate engagement through a leadership listening program, refreshed Town Halls, manager-team engagement practices, benefits expansion, modernized recognition, and a new internal communications strategy. Veradigm was recognized with the Perceptyx Customer EX Impact Award.
- Built 24 original L&D programs from scratch — ranging from Emerging Professionals cohorts to 'Leader as Coach' workshops and 'Leader Lite Bites' microlearning — collapsing siloed BU programs into a shared, scalable development platform.
- Broke down BU silos as a core pillar of talent strategy — created shared development pathways, cross-BU visibility, and consistent talent review practices that increased internal transfers and mobility.

### LMR LLC

Raleigh, NC

VP, Human Resources / Training / Private Dining Sales & Marketing

July 2015 – February 2020

Brought transformational HR leadership to a family-owned restaurant group (\$125M in sales, 2,300–3,000 employees across three states). Served as corporate coach to ownership and executive team. Led team of 9 direct and 11 indirect reports.

### HR Operations & Systems

- Orchestrated complete HRIS/payroll system transition — saved 15% year-over-year, launched employee self-service, and digitized open enrollment. Delivered \$200K in savings in year one from the system switch alone.
- Negotiated benefits renewal saving \$147K while improving coverage — added LTD, raised life insurance to 1X salary, and extended PTO for tenured managers to strengthen retention.
- Partnered with operations and finance to reduce NC unemployment tax spend from \$200K in 2016 to \$9K over four years through better documentation, separation processes, and compliance discipline.
- Built competency models for all roles with manager input to align performance, recruiting, and development — creating the foundation for a unified talent operating system.
- [ADD TACTICAL: e.g., specific HRIS platform migrated to, compliance wins, audit outcomes, process automation metrics]

### Strategic People Leadership

- Cut salaried manager turnover from 53% to 43% through structured development — promoted 5 internal GMs from the leadership pipeline in 10 months. Maintained zero EEOC claims and lawsuits across tenure.
- Managed Private Dining Sales team — created new programs and packages that drove double-digit YoY growth; stepped in to manage restaurant operations during a leadership transition, improving flow-through by 5 basis points.

## **SAMSUNG ELECTRONICS AMERICA**

*Senior Manager, HR Business Partner*

Richardson, TX

*March 2014 – July 2015*

Recruited by a prior CEO based on established trust. Led Retail team through the Human Capital portion of Best Buy Store-in-Store program (1,400 locations) and Finance through the One Samsung integration. Led team of 2 HRBPs.

- Scope expanded within months to National Retail Operations (4,000 contractors, 650 FTEs) based on business results and cross-functional relationships.
- Partnered with Retail Sales VP to add 140 District and Market Managers in 3 months — designed competencies, selection processes, and onboarding from scratch to enable rapid scale.
- Co-designed and executed the Talent Review Program that became the US pilot for Samsung's broader global Talent Management approach.

## **ON THE BORDER, LLC (PE-owned Golden Gate Capital)**

*Director, Field Human Resources*

Dallas, TX

*May 2011 – March 2014*

Led field HR team post-acquisition by Golden Gate Capital, supporting 8,000 employees nationwide through private-equity ownership transition.

- Designed employee relations investigation system that standardized practice across the field organization and measurably reduced legal exposure.
- Redesigned hourly pre-hire assessment with hospitality competencies and created/delivered NSO HR training end-to-end — scaling a repeatable new-store people-operations playbook.
- Coached Area Directors and partnered with SVP through PE transition — driving YoY reductions in hourly turnover (from 89%) and management turnover (22% reduction).

## **ACG TEXAS LP (PE-owned, Argonne Capital)**

*Senior Director, Human Resources / Training*

Richardson, TX

*August 2007 – April 2011*

First specialized HR leader for a family-owned company. Built the HR function from the ground up supporting 3,600+ employees across administration, field operations, recruiting, retention, risk management, training, and HRIS.

### **HR Operations & Systems**

- Built HR infrastructure, policies, and systems from scratch in a scale-up PE environment — the same ground-up buildout work required in early-stage growth companies.
- Cut payroll administration costs 25% via vendor change while improving employee access; led HRIS updates that enabled real HR metrics and analytics for the first time.
- Eliminated 90% of off cycle raise requests by creating a transparent, equitable compensation matrix across all field levels.
- Secured new benefits (LTD, HSA, vision) for salaried managers by finding cost savings elsewhere in the budget — a self-funding benefits expansion.

### **Strategic People Leadership**

- Integrated two major acquisitions (8-restaurant Applebee's and 40-restaurant multi-state IHOP) — leading people integration across cultures, systems, and operating models.
- Reduced turnover from 167% to 86% (below industry average) through stronger recruiting/selection, leader coaching, and end-to-end process redesign.

## **EARLY CAREER**

Progressive HR leadership roles at Blockbuster Video • Cellhire • Blockbuster Video DBA Movie Trading Company • The Magnolia Hotel • Pizza Hut Inc.

## **EDUCATION & CREDENTIALS**

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## **Massachusetts Institute of Technology (M.I.T.), Executive Education**

Advanced Certificate — AI Strategy and Product Innovation | April 2026

*Capstone: designed and built a go-to-market-ready AI recruiting platform.*

**North Carolina State University**-Professional Coaching Certificate Program | 2019

**Indiana University, Bloomington**-Bachelor of Arts, Double Major in Political Science and Criminal Justice

## **Professional Certifications**

Certified Professional Coach (CPC) • TTI Success Insights Certified EQ (2019) • TTI Certified Driving Forces Analyst (2020)  
• DISC Certified Behavioral Analyst (2018) • MSI Six Sigma Champion (2019) • MSI Six Sigma Black Belt (2019)

## **COMMUNITY LEADERSHIP & SERVICE**

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- **Duke University, Fuqua School of Business, Executive Education** — CHRO Board of Advisors (November 2025 – Present)
- **American Heart Association, Go Red for Women, Triangle** — Executive Team Member (2024 – Present); 2023 Campaign Chair
- **United Arts of Wake County** — Board Member (2025 – Present)
- **Raleigh Racquet Club** — Board Member (2021 – Present); President (2023 – 2024); Vice President (2021 – 2023)
- **Wimbledon Homeowners Association** — Board Leadership (2019 – Present); served as President, Vice President, and Secretary
- **Heroes Who Read** (Millbrook Elementary) • 4Paws NC (Therapy Dog Team) •
- **Good Barrels of the Triangle- Volunteer**
- **Transform Bhutan** (Core Team / Coach-Keith Ferazzi initiative)