








**TRACY MURRAY MOORE**  
SHRM-SCP, SPHR, CPC

## EXECUTIVE BIOGRAPHY

Dynamic visionary HR leader with over 20 years of experience driving organizational transformation, building HR infrastructures, and championing people-centric leadership. Renowned for designing and implementing strategies that align with business goals, foster equity and inclusion, and inspire high-performing cultures. Passionate about equipping organizations and leaders to thrive through proactive change, development, and sustainable talent strategies. Tracy is the recipient of the 2022 HR Person of the Year Award, the 2021 HR Department of the Year Award for Excellence in Talent Management, a highly sought-after consultant, and a published author, further demonstrating her thought leadership and commitment to advancing the HR profession.

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**HR Expert | Executive Coach | Consultant | Corporate Trainer**

### EXPERTISE

- Human Resource Executive
- Professional Development Trainer
- Career Development Strategist
- Keynote Speaker
- ICF Certified Executive & Leadership/Career Coach

### COMPETENCIES

- Building & Scaling HR Infrastructures
- Talent Management & Succession Planning
- Diversity, Equity, Inclusion & Belonging (DEIB)
- Leadership & Organizational Development
- Executive Coaching
- Change Management
- Total Rewards & Competitive Compensation Strategy
- Diverse Workforce Readiness
- HR Assessments (DISC, Myers Briggs)
- HR Technology Integration: SAP, Oracle, SuccessFactors

### PROFESSIONAL EXPERIENCE

**Chief Human Resources Executive**  
**2019 – 2024 | Reinvestment Fund, Philadelphia, PA**

- Revolutionized the HR function, transforming it from a two-person team into a robust, scalable department aligned with strategic business goals.
- Spearheaded initiatives to create equitable, people-focused systems and processes, enhancing organizational impact and culture.
- Built the HR infrastructure, including compensation structures, state and federal compliance, performance management systems, and DEIB frameworks.
- Designed and implemented a diversity recruitment strategy, increasing representation of underrepresented groups while simultaneously developing supportive internal infrastructures to create a culture of belonging for all employees.
- Developed a succession planning framework, achieving increased retention of high-potential leaders.
- Orchestrated company-wide initiatives such as executive coaching programs, leadership cohorts, and financial literacy workshops tailored to diverse employee needs.
- Guided the organization through the COVID-19 pandemic transition and civil unrest cultural shifts by introducing support systems, including EAP access and organizational psychologists.
- Positioned HR and Talent Management objectives as integral to corporate strategy, earning the organization recognition as HR Department of the Year in 2021 and earning HR Person of the Year in 2022.
- Strategic and trusted advisor to the CEO, senior leadership, and the Board of Directors on organizational design, change management, and workforce strategies.

**Principal | HR Consultant, Executive Leadership/Career Coach & Professional Development Trainer**  
**2015- Present | Tracy Murray Moore Consultancy, LLC**

Design and deliver impactful HR strategies and leadership programs for a diverse national and international client base, with a strong focus on empowering leaders and transforming organizational cultures.

- **Certified Executive Leadership & Career Coach** (*Corporate Clients: Comcast Freedom Region, Delaware River Bay Authority, LaSalle University*)  
Develop leadership coaching profiles for senior leaders, driving improvements in performance, productivity, and inclusivity. Facilitate one-on-one and group coaching sessions, leveraging 360-degree assessments to enhance leadership competencies and align leadership styles with organizational goals. Identify actionable trends that boost engagement and process improvement.
- **Strategic HR Partner** (*Clients: Exude, Robert Half, Milligan & Associates*)  
Partner with organizations to design and implement progressive HR strategies, including talent acquisition, DEIB initiatives, change management, and performance systems, resulting in measurable improvements in workforce productivity and compliance. Deliver expert counsel on employee relations, onboarding optimization, and policy development, reducing organizational risk and enhancing operational efficiency.
- **Professional Development Trainer** (*Clients: Rowan College, LaSalle University, MEA, Inspira Health, Rutgers University*)  
Co-created Rowan College's *Women in Leadership Institute*, equipping women leaders with tools to enhance leadership skills. Designed and delivered workshops on leadership development, team effectiveness, DEI, emotional intelligence, and succession planning, achieving tangible staff performance improvements.
- **Executive Director** – Shatter the Glass Youth Enrichment Program (*Clients: 21st Century, Rowan College, Rutgers University, North Camden Schools Partnership, Camden Community College*): Developed and facilitated enrichment programs focused on leadership, job readiness, and college success for youth, ensuring access to career preparation resources.

**Director, HR Business Partners**

**2012- 2015 | NJ Manufacturers Insurance Company (NJM)**

Successfully aligned HR strategies with organizational goals to support workforce growth and operational excellence. Oversaw key HR initiatives, driving measurable outcomes in employee engagement, leadership development, and talent management for a diverse, multi-location workforce

- Aligned HR operations and strategies with business objectives, supporting 2,500 employees across three locations.
- Directed a team of six HR Business Partners, driving key HR initiatives and enhancing organizational effectiveness.
- Developed and monitored HR metrics to measure the impact and success of talent strategies, retention programs, and workforce planning.
- Partnered with senior leadership as a trusted advisor, providing expert counsel on organizational development, change management, leadership growth, and succession planning.
- Championed the design and continuous improvement of talent strategies, including leadership development, performance management, and talent acquisition.
- Delivered one-on-one executive coaching to leadership, improving management effectiveness and leadership capabilities.

**Global Director, Human Resources**

**2008- 2012 | Siemens Water Technologies, Vineland, NJ**

Oversaw HR and organizational strategies for North American and European operations, introducing innovative programs to optimize talent management.

- Designed and implemented a job rotation program, achieving cross-training for 65% of production employees.
- Introduced large-scale change initiatives, including organizational redesigns and retention strategies.
- Developed a career matrix framework, creating clear paths for employee development and engagement.

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

**Director, Diversity, Equity & Inclusion**

**2005- 2008 | American Friends Service Committee (AFSC), Philadelphia, PA**

**Human Resources Manager**

**2000- 2005 | American Red Cross, Washington, DC & Philadelphia Southeastern Chapter**

## **EDUCATION**

**Master of Science in Management/Health Administration**

*University of Maryland, College Park*

**Bachelor of Science in Human Resources Management**

*University of Maryland, College Park*

## **CERTIFICATIONS**

**Certified Senior Professional Human Resources (SHRM-SPHR) Society of Human Resources Management**

**Certified Professional Coach (CPC)**

**Coach Training Alliance (Certified by ICF)**

## **VOLUNTEER AND CIVIC ENGAGEMENT**

- POWER of Professional Women
- ICF Philadelphia Chapter - DEIB Committee
- Philadelphia Society of People -Community Connection & Inclusion Committee
- CHIEF
- Keynote Speaker
- Published Author
- National Coalition of 100 Black Women