

## Norman Edward Powell Jr., SPHR

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### Vice President Human Resources

Strategic HR leader with 15+ years of demonstrated success in coaching and consulting Senior Leaders on performance and talent management, organizational and merger related design methodologies, diversity integration, recruiting and staff planning, employee development, team building, and change management programs. A people oriented HR professional focused on developing and implementing key strategic human capital solutions to maximize business results.

- Organizational Change Leader
- Risk Assessment
- Project Management
- HR Trend Analysis
- Staffing and Recruiting
- Talent Assessment
- Workforce Development
- Compensation Management
- HR Strategy

### Recent Career Highlights

- Coached senior leaders and key partners through the 2017 Business Banking Efficiency Project establishing a consistent organization structure using internal analytics and market intelligence. Created extensive change management and communication plan resulting in realignment or reduction of positions netting a cost savings in-excess of \$10 million.
- Collaborated and coached a team of cross-functional managers while leading and guiding key components of an extensive 2015 re-organization and reduction effort in East Business Banking bringing the Operating Efficiency Ratio from worst to first among 7 peer regions and cost savings > \$30 million.
- Led 3 execution projects/workstreams (Recruiting/Performance Management/New Hire Onboarding) through a successful Business Banking de-novo expansion into Boston, MA; Pittsburgh PA; Long Island NY; and New York City Outer Burroughs. Team fully deployed with approved comp and incentive plans and performance accountabilities.
- Led the review and redesign of the 2018 Business Banking Credit Analyst MBO's and Performance Review templates. Project completed in advance of the deadline with Performance and MBO templates adopted consistently throughout all 7 Business Banking divisions.
- Successfully led a project team through the design and implementation of an online Onboarding portal for the Technology Operations Group. Project eliminated paper, combined sites, and streamlined the onboarding process creating greater efficiencies.

### PROFESSIONAL EXPERIENCE

#### WELLS FARGO, Atlanta, GA

2000 - 2017

#### Human Resources Business Partner (2012 – 2017) Formerly

Provide forward-looking, strategic HR consultation and solutions to three Business Banking Division Managers (Northeast, Mid-Atlantic, Southeast) to help execute on the overall East Business Banking strategy. Partner and collaborate with subject matter experts in all functional HR Centers of Excellence (Shared Services) to achieve desired business results.

- Integration project team member commissioned to help lead the successful migration of the Business Banking Group to Wholesale Bank in 2016. Developed and implemented the Attendance Policy and supported the transition and evaluation of the License Banker Program with 100% banker retention.
- Led the annual Affirmative Action goal planning and annual review for East Business Banking to include quarterly reporting and tracking of progress. Year over year goal increases were attained through 2016.
- Successfully led and executed all HR accountabilities (change management, communication, talent assessment, org design) for the 2015 Northeast Business Banking regional consolidation. Result was a stronger go-to market organizational design, elimination of redundant positions, and fully integrated Talent Assessment program propelling the Northeast to #1 in loan and revenue growth.

**Human Resources Consultant (2007 – 2012)**

Provide strategic HR consultation and solutions, to include coordination and execution of all HR related activities to Senior Leaders in the Risk Operations Fraud Prevention Services Division (ROFPS), to include over 2,000 employees. The LOB included 3 large multi-shift call centers well as Fraud Prevention sites throughout the U.S.

- In support of the successful Wachovia/Wells Fargo merger, collaborated with LOB Managers and Compensation to organize, design, map, and execute new Financial Crime's job descriptions for the new Wells Fargo Fraud division.
- Provide HR consultation on all Wachovia/Wells Fargo merger related integration initiatives. Worked with Sr. Leadership on the seamless integration of call centers, organization design, employee mapping and impacts as a result of consolidation/merger initiatives.
- Supported and led the annual Affirmative Action goal planning process for ROFPS performing annual deep dive analysis and sharing results and recommendations with Senior Leaders.

**Human Resources Business Partner (2003 – 2006)**

Provide HR consultation and solutions to leaders reporting into the Deposit Control and Loss Operations Division (DCLO), approximately 600 employees, on all HR and ER related activities.

- Provide HR guidance and consultation on all First Union/Wachovia merger related integration initiatives. Worked with Sr. Leadership on the seamless integration of Fraud Call Centers, organization design, employee mapping and impacts.
- Consulted with leadership team within broadly defined policies and procedures while working through employee relations, legal, or risk based opportunities.
- Worked closely across LOB's in support of performance, compensation, benefit, and other company supported systems or philosophies.

**Human Resources Manager (2000 – 2002)**

Oversaw a team of HR Generalists, Recruiters and Staffing Coordinators at the Atlanta GA Operations Center and Dallas TX Operations Center. Responsible for all HR functions at both locations to include employee relations and consulting.

- Coordinated needed information on benefits, incentives, and other HR related initiatives at the site level.
- Managed and consulted with local HR team and LOB managers on employee relations opportunities.
- Supported senior managers by providing HR assistance to ensure smooth flow of operations.
- Collaborated with the leadership team to ensure the implementation of effective policies and procedures.
- Spearheaded site programs to increase employee motivation and productivity.
- Organized and coordinated company events and training programs to increase motivation and retention.

**EDUCATION**

**Bachelor of Business Administration – Marketing and Personnel and Industrial Relations,**  
Georgia State University, Atlanta, GA

**LEADERSHIP EXPERIENCE**

Wells Fargo Volunteers Board Member (2005 – 2010), (2013 - 2015)  
Hartsfield Area Transportation Association (HATMA) (2003 – 2007)  
Society for Human Resources Management, Member

**COMMUNITY ENGAGEMENT**

Wells Fargo Volunteers  
Habitat for Humanity  
Murphy Candler Girls Fast Pitch Softball Coach  
President Lakeside Softball Booster Club  
Oak Grove UMC Youth Leader / Volunteer