

Mandy Kutschied

HR/People Consultant | Fractional CHRO | VP of HR

I design intentional cultures where humans thrive and business grows. With 15+ years of progressive HR leadership experience across mission-driven startups, professional services, SaaS companies, and nonprofits; I've launched and scaled People/HR functions and teams, built inclusive systems, and led organizations through growth, transformation, and change. I bring the strategic lens of a founder, the systems thinking of a builder, and the empathy of a coach—translating values into action and action into sustainable culture.

RELEVANT WORK EXPERIENCE

Cup of Culture Consulting LLC, Fully Remote | Jul '25 - Present

Founder / Principal HR Consultant

Founded Cup of Culture Consulting, an LLC providing fractional CHRO and HR strategy, support, and services for mission-driven organizations.

- Developed a comprehensive business plan, including service offerings, target market analysis, and a scalable growth strategy, positioning the firm as a trusted partner for nonprofits and socially conscious businesses.
- Launched an official website (www.cupofcultureconsulting.com) and crafted a brand identity focused on building people-centric cultures and delivering strategic HR advisory services.
- Secured four clients within the first four months of launch, validating market demand and value proposition for fractional HR services.

The Fresh Perspective Group, Fully Remote | Aug '24 - Jul '25

Vice President of People / Founding Team Member

The Fresh Perspective Group is a new start-up, a people-first consulting firm that aims to help nonprofits simplify their Salesforce system.

- Launched the People function at a startup, aligning HR strategy with business goals to create a truly people-centric culture focused on well-being and employee engagement.
- Led core HR operations across compensation, benefits, talent acquisition, and performance management; implemented scalable systems and structures to support rapid growth.
- Managed international HR compliance through partnership with Employer of Record (Deel Inc.), enabling compliant hiring and onboarding across the U.S. and Canada.
- Built scalable systems to support growth and future readiness, with a people-first lens from day one.

Exponent Partners, Fully Remote | Sep '19 - Aug '24

Vice President, Talent & Culture (Jun '22 - Aug '24)

Exponent Partners is a SaaS organization and a professional services consultancy that offers a product tailored for professionals in the housing sector, along with the expertise to assist nonprofits with their technology strategy and implementations.

- Drove a high-performance culture by integrating Lattice for performance management, leading to a 25% increase in employee engagement scores within 12 months.
- Led People Operations for remote SaaS org; grew headcount 40% in 18 months and improved candidate pool diversity by over 30% via inclusive hiring strategies.
- Provided human resource leadership and consultation across the entire business on complex people issues and provided coaching to the leadership

Asheville, NC, USA

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EDUCATION & CERTIFICATIONS

St. Olaf College
Northfield, MN
Bachelor's of Arts (BA) -
Theatre Major, Management
Studies Concentration
2002 - 2006
*Graduated cum laude with
distinction in my major*

**Society for Human Resource
Management (SHRM)**
SHRM - SCP Certification
(Senior Certified Professional)
02/2022 - Present

SKILLS & COMPETENCIES

People Strategy & Leadership

- Business Transformation
- Change Management
- Executive Coaching
- Leadership Development
- Organizational Design
- Workforce & Succession Planning

Talent, Culture, & DEIB

- Culture Design & Activation
- DEIB Strategy & Inclusive Hiring
- Employee Engagement & Experience
- Onboarding & Offboarding Experience
- Performance Management Systems
- Talent Acquisition & Employer Branding
- Training & Development Program Design

People/HR Operations

- Budgeting & Workforce Forecasting
- Compensation & Benefit Strategy
- Data-Driven Decision Making & People Analytics

and executive team members.

Director of Talent & Culture (Sep '19 - Jun '22)

- Partnered with executive leadership to implement an Employee Stock Ownership Plan (ESOP), reducing employee turnover by 6% over 24 months.
- Improved the organization's BCorporation Assessment score by 3.1 points, earning recognition for employee well-being and exceeding sector benchmarks for the "work environment" category.
- Streamlined HR compliance reporting across 18+ states, ensuring compliance and enhanced operational efficiency.

Warren Wilson College, Asheville, NC | Feb '17 - Sep '19

Director of Human Resources

Warren Wilson College is a liberal arts college grounded in social responsibility, one of nine Work Consortium Colleges in the USA, with over 200 full-time staff, 70 full-time faculty, and 600 part-time student workers.

- Joined President's Cabinet within six months of hire to lead strategic human capital initiatives, including a 10% reduction in force and the creation of the first DEIB working group.
- Redesigned performance evaluations and recruitment processes, enhancing agility and inclusivity, which reduced time-to-fill roles by 35% and saved 200+ admin hours annually.

The Ordway Center, St. Paul, MN | Aug '14 - Feb '17

Human Resources Manager

The Ordway Center for the Performing Arts is a leading nonprofit performing arts center, serving over 400,000 people annually, and is home to a variety of performances that encompass the finest in Broadway musicals, concerts, dance, and vocal artists.

- Managed the full employee lifecycle and benefits, led the HR team, interns, and volunteers, and partnered on onboarding, compliance, and training across the organization.
- Negotiated union contracts for 200+ employees and implemented equitable compensation practices with external partners, improving pay transparency.

Rust Consulting, Minneapolis, MN | Apr '09 - Aug '14

Human Resources Manager

Rust Consulting is a mid-sized consulting services firm managing class action settlements, regulatory settlements, and data breaches with multiple offices across the USA.

I started in April of 2009 as an HR Generalist, I was promoted in March of 2011 to an HR Specialist in Training & Development, and was promoted again in June of 2013 to an HR Manager.

- As HR Manager, led an HR team, resolved employee relations issues, and coached leaders on performance, change, and conflict management.
- Launched training and recognition programs, streamlined onboarding/offboarding, and improved retention through values-aligned HR strategies.

- Employment Law (US & Canada)
- HRIS Implementation
- HR Tech Stack Optimization
- Multi-State & International Compliance

Tools & Platforms

- ADP Workforce Now
- BambooHR
- BreezyHR
- Canva
- Cloverleaf
- Confluence
- DEEL LLC
- Google Suite
- Greenhouse ATS
- Jira
- Lattice
- Microsoft Suite
- MS Teams
- Oracle
- Paylocity
- Payscale
- Salesforce
- Sharepoint
- Slack
- Zoom

AWARDS

40 Under Forty: Asheville, NC
Biltmore Beacon, 09/2019