

KERRI DEVINE

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STRATEGIC HR LEADER DRIVING ORGANIZATIONAL PERFORMANCE

Business-oriented People & Culture executive with a track record of helping growing organizations build the leadership capability, organizational structure, and people strategies needed to scale successfully. Partners closely with CEOs and executive teams to translate business priorities into practical, commercially minded workforce solutions that strengthen performance, improve employee experience, and enable sustainable growth.

CORE LEADERSHIP CAPABILITIES

Organizational Design & Workforce Planning | Culture Transformation & Change Leadership | Talent Strategy, Succession & Leadership Development | Employee Relations & Risk Mitigation | Total Rewards, Compensation & Pay Equity | Performance Management & Capability Building | Talent Acquisition Strategy & Employer Brand | HR Policy, Compliance & Governance

PROFESSIONAL EXPERIENCE

OBJ OBJ ON

OBJ March 2024 – June 2026

Industrial Supply & Retail

Director, People & Culture (Head Of HR)

- Serve as the Senior People & Culture Leader reporting directly to the CEO, partnering with the executive team to align people strategies to the organizational growth, operational priorities, and long-term business objectives.
- Developed and implemented a modern People and Culture roadmap focused on organizational maturity, leadership capability, employee experience, workforce planning, employee relations, change management, and workforce effectiveness.
- Designed and launched a skills-based compensation framework for hourly employees, incorporating quarterly competency assessments and semi-annual merit reviews. Integrated leadership and technical competencies to create greater transparency, consistency, and fairness in compensation decisions.
- Rebuilt the organizations total reward approach, introducing enhanced employee programs including paid sick days, benefits improvements, and future-focused employee experience initiatives designed to strengthen attraction, retention, and employee well-being.
- Led the implementation of an HRIS and integrated recruitment platform, streamlining hiring workflows, improving candidate management, increasing hiring manager participation, and connecting recruitment efforts across the company website, LinkedIn, and external job boards.
- Modernized talent acquisition practices through community partnerships, targeted recruitment strategies, building pipelines of talent with local colleges, and high-volume hiring initiatives. Established a successful relationship with the YMCA, expanding access to qualified candidates while leveraging workforce development funding opportunities.
- Developed workplace listening strategies through pulse surveys, facilitated round table discussions, feedback debrief sessions, and regular leadership visibility to translate employee feedback into actionable improvements to strengthen communication and organizational trust.
- Built leadership capability by coaching managers on communication, performance management, employee engagement, accountability, and leadership effectiveness. Facilitated workshops designed to strengthen management practices across the organization.
- establishing scalable people practices that strengthened leadership capability, workforce planning, and employee experience.
- Designed and launched a peer-to-peer recognition program that reinforced company values, increased employee recognition, and supported a more engaged and connected workplace culture. OBJ

- Developed and enhanced the onboarding experience through the development of onboarding presentations, employee handbooks, welcome materials, and structured orientation processes that improved integration and readiness for new hires.
- Developed learning and development resources including performance management training, product knowledge programs, and selling skill modules that strengthen employee capability, leadership effectiveness, and overall organizational performance.
- Directed organizational communications for major business initiatives including corporate relocation and the opening of a new facility, ensuring effective change management and employee engagement.
- Oversaw HR governance, policy modernization, compliance, risk mitigation, employment legislation adherence, and organizational practices to support sustainable growth and operational excellence.

ROOTS CORPORATION, Toronto, ON

February 2021 - March 2024

Iconic Canadian Clothing Retailer

Sr. Manager, Human Resources / HR Business Partner

- Provided strategic HRBP support for 120+ retail locations and corporate functions including Operations, Marketing, Product, Design, and eCommerce.
- Partnered with senior leaders on organizational development, succession planning, engagement, and workforce planning.
- Enabled leadership capability through targeted training programs and talent planning frameworks.
- Strengthened recruitment practices with competency-based interview guides and non-biased selection models.
- Led performance management cycles, improving quality of feedback, accountability, and development outcomes.
- Conducted compensation benchmarking and supported pay equity reviews to ensure internal fairness and retention.
- Championed employee listening strategy through quarterly pulse surveys, driving actionable improvements.

SAIETHSONS HOSPITALITY (TIM HORTONS), Toronto, ON

September 2019 - February 2021

Human Resources Manager

- Supported ownership and district leaders supporting 68+ locations.
- Led talent, compliance, ER, and onboarding strategies aligned with business needs and operational demands.
- Built scalable onboarding and policy frameworks.
- Advised leaders on risk mitigation, legal compliance, conflict resolution, and employee engagement.

HUG & CUDDLES NATURAL PARENTING, Grimsby, On

January 2014 - December 2019

Baby carriers, babywearing education, and natural parenting products

Career Break & Entrepreneurship

Self-Employed

- Launched a small but successful babywearing and natural parenting e-commerce business with strong community engagement and 5-star service reputation.

TDL GROUP (TIM HORTONS), Oakville

January 2007 - December 2014

QSR - Corporate Headquarters for Tim Hortons

HR Business Partner & Labour Relations Specialist

- Supported corporate and franchise leaders on employee relations, compliance, and workforce planning across multiple districts.
- Delivered leadership development training across legislation, change management, and investigation practices.
- Acted as strategic HRBP for corporate teams, aligning HR with operational strategy.

EDUCATION

BA, Sociology
McMaster University, Hamilton

Honours, Human Resources Management
Humber College, Toronto

Professional Development, Workplace Mental Health Leadership Certification
Queens University, Toronto