

# John Rome, MBA

Director of Human Capital, Talent  
Acquisition and Culture Development  
Denver, CO

7083 Thundercloud Court  
Castle Rock, CO 80108  
(303) 435-0281

jdrome05@gmail.com

[www.linkedin.com/in/johnrome](http://www.linkedin.com/in/johnrome)

## Summary

Pioneering Talent Director and Cultural Developer with 7 years of progressive, cross-functional management experience, 5 of which in Education and Talent Management developing leaders, and two of which are in Sales Management. A revenue-driven organizational enhancer and cultural innovator with considerable presentation and speaking skills. Brings significant depth and strategic thinking skills to organizations seeking to drive engagement in a customer service business. Promoter of employee recognition, diversity, and inclusion.

## Experience

### BRIDGEPOINT EDUCATION, Denver, CO

November 2011 – November 2017

#### Director of Enrollment Services

Jun 2016 – Nov 2017

Led a team of eight Enrollment Services Managers and 75 Enrollment Services Advisors in a culture-first environment. Exceeded all performance goals while fostering a diverse and engaging work environment. Liaison between multiple departments across the company for optimal collaboration and efficiency. Chief point of contact between Enrollment Services and: Talent Acquisition, Learning Development, and Training Departments.

- Architect of the number one performing division in the company, percentage to plan; exceeded all performance budgets for 7 consecutive months, and 8 of the last 11 months.
- Designed and conducted breakout training programs to ensure staff remained consistent and motivated.
- Creator of the Denver center's talent and staffing model. Used growth projection analysis to determine future staffing needs and facilitate promotional opportunities for leadership.
- Developed interview protocol, hiring metrics, interview questions/methodology and new hire growth models. Recruited, conducted interviews, and hired new staff and leadership.
- "Great Place to Work" Ambassador. Chosen by corporate vice president as best embodying the example of why Bridgepoint Education is a great place to work. Built the brand of "Masters of the Universe" culture which increased buy-in early, resulting in fewest attrition and best satisfaction scores on surveys.
- Co-created enrollment budgets and performance objectives each month.
- Senior Hiring member of the Promotion Committee, a team of top leaders who are chosen to select and promote the organization's future leaders across departments.
- Revamped "transition team" model; created three separate phases of a new hire's development lifecycle.
- Change Management Director – responsible for communicating and orchestrating full-scale organizational change with minimal notice.

#### Enrollment Services Manager

Jan 2013 – Jun 2016

A true "manager of the people", led a team of 15+ Admissions Counselors with the primary purpose of motivating them to enroll and retain graduate and undergraduate students. A trainer and leader by example, approachable, adaptable, even-handed, and knowledgeable. Counted upon to train other leaders to perform at high levels.

- Center leader in student enrollments, new business generated, and student retention/show rates in class.
- Partnered with Talent Acquisition and senior management to streamline employee hiring and onboarding.
- Proposed, designed, and spearheaded University of the Rockies' first-ever "Transition Team", and led them to become the division's top-performing team within just two months following employee training.
- Recognition-first manager, insistent upon rewarding team members, celebrating goals accomplished, and facilitating team-building events.

- Managed the entire admissions division as acting Director on several occasions when others were unexpectedly out. Relied upon by VP and Director of Admissions to maintain the performance bar across the division in their absence.
- Recruited, interviewed, hired, and trained new staff. Experienced fewest attrition among new hires.

### **Graduate Admissions Counselor**

Nov 2011 – Jan 2013

Developed competitive sales tactics and product knowledge which helped to convey the University's resources, demonstrated a benefit match, and secured students' confidence that they selected the best choice for graduate school in the behavioral sciences field.

- Frequent divisional monthly enrollment/sales leader (top performer out of 78).
- Employee mentor, staff trainer, team lead, and trusted subject matter expert; sought after by coworkers and management to make an example and use coaching presentations for motivation and knowledge transfer to team.
- Led the team nearly every week in amount of service time and time-per-call average.
- Graduated from the Summit Leadership Series, hand-picked by management to illustrate leadership skills.

### **UNIVERSITY OF PHOENIX, Lone Tree, CO**

#### **Enrollment Advisor**

Nov 2009 – Aug 2011

Consulted prospective bachelors and masters students to help them enroll and graduate.

- Consistent top ratings on Net Promoter Scores from client experience surveys.
- Percentage of prospective clients converted to actual clients led team and national average consistently.
- Over 3X more clients generated from direct referrals than the national average, including 20% of new clients. Mastered art of using innovative techniques to generate new student sources.

### **SURREX CONSULTING, Denver, CO**

#### **Consulting Services Manager**

Dec 2007 – Apr 2009

Helped establish a Denver office for a successful, nationwide company as a full-lifecycle account manager and information technology recruiter. Despite the competitive market and industry, I won the attention of national management by returning a substantial profit.

- Consistent "Top 10 Performer", with production in the top 10% of a company with over 150 people.
- Expert at Internet sourcing and database management, having an outside-the-box approach to management and recruiting.
- Negotiated bill rates, job requisition terms, and hired and terminated employees, both full-time and contract-to-hire.

### **Education**

#### **Master of Business Administration**

University of Phoenix, Lone Tree, CO

Global Business Management

Honors Graduate: October, 2011

#### **Bachelor of Science**

Longwood University, Farmville, VA

Psychology

Cum Laude Honors Graduate: December, 2005

Recurrent Dean's List member

Recipient of Longwood Psychology's Distinguished Alumni Award, 2017