

CURRICULUM VITAE

Joyce L. Gioia

MBA	1976, Fordham University
MSC	1986, The New Seminary (Master of Spiritual Counseling)
MSTh	1987, The New Seminary (Master of Spiritual Theology)
CMC [®]	1994, Certified Management Consultant, Institute of Management Consultants
CSP	2005, Certified Speaking Professional, National Speakers Association
FIMC	2020, Fellow Institute of Management Institute of Management Consultants



BUSINESS EXPERIENCE

1997-Present **President and CEO, The Herman Group. (speaking/futures/consulting)**
Greensboro, North Carolina and Austin, Texas, Deliver speeches, training, and consulting to Herman Group association and corporate clients worldwide.

Accomplishments: Reduced employee turnover for division of Leveraged Technology from >300%-<25% in fewer than 5 months (documented in *Inc.* Magazine). Assisted countless clients to create strategic plans for 5-15 years. Numerous happy clients in a variety of different fields for whom Joyce has spoken, provided training, or consulted. Developed Asian HR Master Classes for IPA, Singapore. Launched first Certification Program for Employee Retention Specialists. Has spoken on 7 continents, in 32 countries, on 7 seas.

Fall 2019 **Clinical Professor of Leadership and Innovation**, Colorado State University's Semester at Sea[®], teaching Innovation and supporting student leaders of The Global Business Network, an organization for students who want to pursue careers in international business.

Accomplishments: The Global Business Network had its best voyage ever, having attracted over 120 students and featuring activities including an International Business Career Night and its own version of the television show "Shark Tank."

2000-Present **CEO, Employer of Choice International, Inc.** (certifies employers as Employers of Choice[®])

Accomplishments: Recognized dozens of employers for achievements as Employers of Choice[®].

1984-
1996 **President, J.K. Fuchs and Associates/J.L. Gioia Associates.**
New Rochelle, New York (marketing and sales consulting and speaking)
Served clients in a variety of fields, including hard goods, publishing, healthcare, retail, wholesale, specialty foods, catalogs, business-to-business, personal safety/security and direct marketing services.

Accomplishments: Responsible for the successful launch of *Chocolatier* Magazine. Innovated the use of "club bulletins" in magazines. Pioneered subscription promotion in Peru. Administered sophisticated demographic segmentation program for Viacom. Launched and administered very successful client acquisition program for Uni-Mail, taking broker from 3rd to 2nd largest position in the US. Arranged strategic alliances for AT&T, ABC/Cap Cities, Bloomingdales, Norm Thompson, Orvis, Oreck Vacuum Cleaners, and numerous others.

C.V. for Joyce L. Gioia (cont'd)

1987-1989 **President, The Great Taste Society**
(Gourmet Food Sampling Club)

Accomplishments: Enrolled over 2000 members in first operational year.

1983-84 **Manager, New York Office**
ACM/Burnett (Direct Marketing Consulting Firm)

Accomplishments: Launched innovative direct marketing programs for electronics manufacturers. Administered sophisticated demographic segmentation program for major multi-system, cable television operation. Created inventive subscription acquisition program using telecomputers. Developed and implemented effective direct marketing promotion for hi-fi speaker manufacturer.

1982-83 **Director of Marketing, Telesel Division (Cable Television)**
The Direct Marketing Group (Direct Marketing Agency)

1975-81 **Publisher, Service Communications Ltd.**
The Complete Buyers Guide to Stereo/Hi-Fi Equipment

Accomplishments: Doubled advertising revenues between 1975 and 1980.
Made publication #1 within genre in 1½ years.

1971-75 **Advertising Space Sales, *Modern Bride* and *Playgirl* magazines**

Accomplishments: Sold \$80,000 in 10 weeks working part time. Persuaded Revlon, Yardley, and Shulton to advertise for the first time; influenced editorial direction.

PUBLISHED BOOKS *Lean & Meaningful: A New Culture for Corporate America*, Business Bestseller, featured by Training Professionals Book Club and Newbridge Executive Book Club (1998)

How to Become an Employer of Choice, Business Bestseller, featured Main Selection of The Executive Book Club Program and The Institute for Management Studies, Runner-up for the Benjamin Franklin Award for the Best Business Book of the Year. (2000)

Workforce Stability: Your Competitive Edge (2000)

How to Choose your Next Employer (2000)

Impending Crisis: Too Many Jobs, Too Few People (2003) Business Bestseller, featured by Audio Book Summaries.

Also contributed chapters to numerous anthologies, including *The Future of Business* (Fast Futures Publishing, 2017).

FORTHCOMING

BOOK *Experience Rules: How Positive Experiences Will Drive Profit into the Future* (Indie Books, 2021)

PUBLISHED ARTICLES Profiled in [Mensa Bulletin](#) Magazine (national publication), October 2014.

“Career Titles for 2030”, *The Futurist Magazine*, March-April 2012

“Surviving and Thriving during the COVID Crisis,” *Hotel Executive*, March 2020

C.V. for Joyce L. Gioia (cont'd)

- PUBLISHED ARTICLES (cont'd)** "Out-of-the-Box Ideas for Finding the Talent You Need, March 2017
"Fostering a Culture of Innovation"
"Get 'em While They're Hot: Begin Engagement and Retention with Onboarding"
"Recruitment Lessons from My Favorite Hotels in the World"
"Signature Practices from My Favorite GMs Around the World"
"A Tale of Two GMs: How Leadership Makes the Difference"
"Herding Cats: Leading the New Generations Without Losing Your Mind"
"Keeping Front Line Employees: Solutions for every hotelier's biggest problem", "Creating Great Employee Experiences for Bottom Line Profit",
"Out of the Box Ideas for Finding the Talent You Need": 2009-2017, *Hotel Executive Magazine*
"How to Become an Employer of Choice", *Training Magazine*, 1/25/11
"Embracing the Recovery to Become an Employer of Choice", *Training Magazine*, 1/22/10
"Becoming an employer of choice", *Management Issues*, 1/15/10
"Caring for the Caregivers", *HR Executive*, 2009
"Employment and Education 2017", National Association of Colleges and Employers, 1997
"Twenty-first Century Career Planning," *The Futurist Magazine*, 12/05-1/06,
"Balancing Work and Family", Monthly Column, various *American City Business Journals*
"Making Work Meaningful," published in *The Futurist Magazine*, 12/98
"Orientation: Your Key to Bonding with Employees," *Management Review*, 7/99
"Let's Get Meaningful," published by the *Employee Relocation Council Magazine*, 1999
"Becoming an Employer of Choice," *ESM Magazine*, 2/00, and articles in Employer Alliance (Singapore), *HR Asia*, and *Training Magazines*
- WEEKLY E-ZINE** The Herman Trend Alert, distributed to 29,000 people in 91 countries in four languages. <http://www.hermangroup.com/archive.html> 1998-Present
- EDITOR** *Hotel Executive Magazine*, Contributing Editor, HR, 2009-Present
The Futurist Magazine, Contributing Editor, Workforce and Workplace Issues, 2005-2014
Workforce Stability Alert, Executive Editor, monthly newsletter, 2000-2005
- AWARDS/HONORS** Fellow of the Institute of Management Consultants (FIMC), 2020
[FORBES: Top Women Futurists, 2020](#)
Celebrity Futurist Award, Harvard Business Expert Forum, 2016
[Named One of the Top Female Futurists in the World](#), 2015-Present
[Named "First Road Warrior of the Year", USA TODAY](#), 2013
Silver Award and Honorable Mention, *Folio Magazine* Circulation Awards Competition, 1985
Semifinalist, Echo Awards, 1990
Who's Who in American Women, *Who's Who in America*, *Who's Who in the World*.

C.V. for Joyce L. Gioia (cont'd)

- ASSOCIATIONS** **Association of Professional Futurists** (Founding Member, Treasurer, 2017, and now, Vice Chair, 2016-2020), 2002-Present
Institute of Management Consultants, 1993-Present.
President, Carolinas Chapter, 1996-2002.
Chair, National Marketing & PR Committee, 1998-2002
Chair, Recognition and Awards Committee, 2021-Present
Member, 2019-Present and Organizer, IMC Student Management Consulting Awards
Ambassador, Constantinus International Awards, 2020-Present
National Speakers Association (Legacy Member), 1992-Present
Hospitality Chairperson, Metro NY Chapter, 1992-93.
World Future Society (Professional Member), 1990-2017
Member, Board of Trustees, 2012-2016
The Direct Marketing Association, 1986-1996.
Judge for the Echo Awards, 1991-1996.
- TEACHING EXPERIENCE** Clinical Instructor of Management, **CSU's Semester at Sea**[®] 9/19 – 12/19.
Adjunct Instructor of Marketing/Direct Marketing, 1976-1996.
Fordham University, Marymount College, Mercy College, Original Trainer Team, **Coach University**, 1976-94.
Guest Lecturer for numerous colleges and universities, including **City University of New York, New York University, Iona College** and **Concordia College Executive MBA Program** (Austin).
- BROADCAST AND CABLE MEDIA** Appeared on national and local media over 70 times in the United States (The TODAY SHOW and lots of local stations on NBC, ABC, CBS, FOX, and networks), New Zealand (*The Morning Show*), and Ghana (*Change Managers*).
Cohost, weekly podcast, **Geeks, Geezers, and Googlization**.
- PRO BONO** Advisory Council, **Fundação Dom Cabral**, São Paulo and Belo Horizonte, BRAZIL (2108 to present) [largest b-school in South America]
Board of Directors, Treasurer (2017-2018), Vice Chair (2018-present), **Association for Professional Futurists**
Board Member, Acting Chair, and now Chair, **Women's Foundation of North Carolina**, 2006-Present
Advisory Board, **Leadership CONNECTIONS** (Mentoring Young Women at Risk), 2006-Present
Board Member, **Lifeboat Foundation**, 2011-Present
Board of Trustees, **World Future Society**, 2012-2015
Steering Committee, **Edison Awards**, 2012-2016
Human Capital Institute Thought-leader Panels, including Government and The Future of the Workforce, 2003-2013
Direct Marketing Day in New York, Program Committee, 1983-4, 1984-5, 1988-9. Education Committee, 1984-5, 1989-93
The Renaissance Project Foundation (Drug Rehabilitation), Board Member, 1989-1994, Vice Chairman, Board of Directors, 1990-1992.

C.V. for Joyce L. Gioia (cont'd)

INNOVATIONS

Groundbreaking book *Experience Rules* heralds the rise of the CExO (2021, Indie Books)

Developed, promoted, and sold a certificate/certification program for Employee Retention Specialists; also delivered the program for NAPS (National Association of Personnel Services) and for the Herman Group. In Ghana, Workforce Optimization Specialist Certification.

Created the concept of "Internal Marketing", bonding with employees as valued customers. (1998)

Syndication programs between direct marketers and catalogers. (1990)

Pioneered magazine subscription promotion in Peru. (1986)

Innovated the use of "club bulletins" in magazines. (1985)

Innovated the use of a telecomputer to sell subscriptions to *High Fidelity* Magazine. (1984)

PERSONAL

Date of Birth: February 6, 1947, Three Daughters.

Married: Carl R. Berman, Jr., PhD, December 2009.

Knowledge of French, Spanish, Portuguese, and German.

Certificate in Gamification from Coursera. October 2012

Certificate in Future Studies and Strategic Foresight. May 2018

Certificates in CPR and Wilderness Medicine, July 2019.

CONTACT

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