



Anita Mercado

Vice President

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As a resourceful and entrepreneurial HR leader, Anita is known for quickly building positive rapport. She is passionate about enabling growing businesses to meet their audacious goals by maximizing their talent. She loves creating the conditions for people to perform their best work.

Since the best solutions are usually produced by the “collective genius” of a team, Anita loves leading projects with teams to draw out and simplify complex initiatives and inspire collaborative action.

EDUCATION

M Ed HR Development

University of Minnesota - College of Education & Human Development

BA, Political Science & Spanish
St. Olaf College

Certifications

Bridges Leadership Coaching Method
Certificate (Sept. 2022)

Strategy-Culture Alignment
Certification - WorkEffects (Oct. 2017)

Master Trainer - AchieveForum, A
KornFerry Company (Feb. 2015)

Myers Briggs Type Instrument
Certified Practitioner (Dec. 2012)

EXPERIENCE

Partner & Program Lead, HR
Transformation
VIKRITI Management Consulting

Vice President, Human Resources
Bridgewater Bank

Sr. Director, Human Resources
Bluestem Brands

Sr. Manager, Enterprise Learning
SUPERVALU, Inc.

STRENGTHS

Communication

AREAS OF EXPERTISE

Strategy

Aligns people strategy to business plans ensuring the right people are in the right seats at the right time for the right cost.

Culture

Helps companies retain valuable people and attract top candidates - advances HR and manager capabilities while scaling company culture.

Performance

Simplifies complex initiatives to maximize team performance - clarity of action yields productivity.

INDUSTRY EXPERIENCE

Retail & Distribution
eCommerce & Technology
Banking & Financial Services

Utility - Energy
Functional Shared Services

Strategic Project Management

Relationship Builder

Learner

Innovative

Developer



GROWTH
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