



Hollie Castro

BUSINESS LEADER · INFLUENCER

Transformational Business Leader and Global HR Expert, Specializing in Driving Growth, Cultural Change, and Shareholder Value



About:

- **Gender:** Female
- **Nationality:** United States
- **Languages:** English, Italian, Spanish, French
- **Travels from:** United States

Engagement Types:

- Speaking

Topics:

- Business Strategy & Growth
- DEI (Diversity, Equity & Inclusion)
- Employee Experience
- Innovation & Digital Transformation
- Leadership & Management
- Organizational Behavior

Biography Highlights

- **Strategic Leadership:** 25+ years driving growth and transformation at Fortune 500 firms and start-ups.
- **Scaling Expertise:** Led IPOs, privatizations, and global expansions, achieving significant revenue growth.
- **Global Advisor:** Advises HR tech start-ups and serves on boards, focusing on talent and leadership.

Biography

Hollie Castro: Founder, HC Advice

Distinguished business leader with over 25 years' experience enhancing shareholder value through strategic business growth and transformation at global companies. A five-time Chief Human Resources and Sustainability Officer at Fortune 500 to late stage start-up companies, she was responsible for the ROI and governance of talent investments and architecting cultures. These strategies propelled business expansion into new markets and changed the business profile - resulting in significant shareholder returns.

Extensive background in global HR strategy and execution, human capital management, talent and organizational leadership, inclusion & diversity, ethics/compliance/governance, and risk management. Trusted advisor to

the C- Suite and Board, recognized for leading transformation, bringing people together to solve problems, driving performance outcomes and creating a workplace where employees are empowered and thrive.

Former CHRO and Chief Administration Officer at YETI, BMC Software, Talisman Energy, and technology SaaS start-ups, Miro and Kony. Began her career at iconic companies like General Electric and Cisco Systems. Currently advises several CEOs of HR AI start-ups at series A stage.

Lived and worked in five countries and speaks Italian, Portuguese, French, Spanish and English. Has managed budgets up to \$200 million and spanning 90 countries with workforces ranging from 1,500-50,000 employees. With an MBA and executive coach certification, her approach is practical, business outcome-oriented, and grounded in first principles thinking. An expert in succession planning, executive compensation, leadership coaching, building high-performing teams, sustainability, and navigating change.

Corporate, non-profit and advisory Board service and engagement:

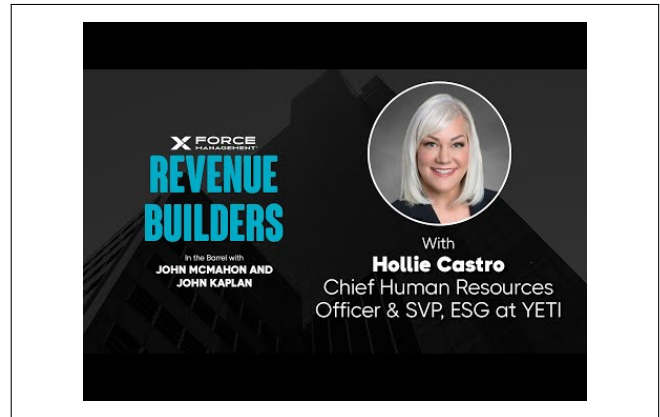
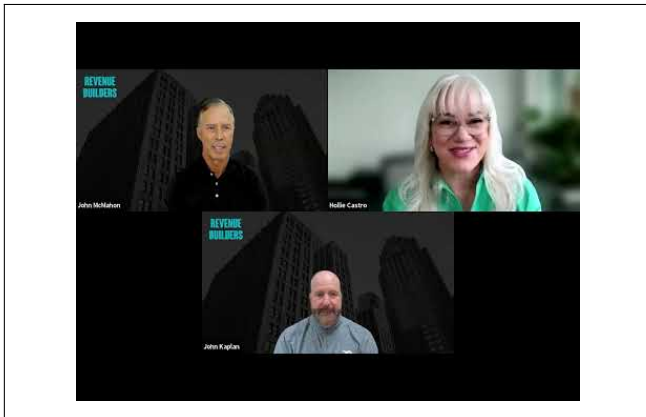
- Current Co-Chair for National Association of Corporate Directors – Austin
- Current Advisory Board Member for Texas A&M Mays School of Business' Center for Human Resources
- Former Independent Director for wellness SaaS startup, Good FX
- Former Board member: Society for the Performing Arts – Houston; Caprock Academy
- Former Advisory Board Member at Thunderbird University (now part of Arizona State University)
- Regular participant in Board meetings and former management liaison to the Compensation, Nominating and Governance, and M&A Committees at publicly traded companies: YETI, BMC Software, and Talisman Energy
- Successful IPO transition from private equity ownership by Cortec Group at YETI
- Ensured a smooth privatization of BMC Software sale to Bain Capital and Insight Partners
- Partnered with venture capital investors Accel and ICONIQ Capital at Miro

Key transitions include scaling operations, driving growth, and improved profitability at critical inflection points:

- Global market expansion: YETI, BMC Software, Talisman Energy resulting in double digit y/y revenue growth
- Transition from private to IPO/publicly traded company: YETI
- Public to private transition and shareholder activism: BMC Software
- Global M&A: Performed due diligence and integration for 25+ acquisitions: Miro, BMC Software, Cisco and GE
- Scaled services through product expansion, alliances, and partnerships: Cisco, BMC Software, YETI
- Transition from on-prem enterprise software to SaaS: BMC Software
- Direct sales to multi route sales; web, channel, inside sales: YETI, BMC Software, Miro

Certified corporate director by Stanford University and NACD.DC. Holds a B.A. from Marlboro College and an International MBA from Thunderbird. Passionate about mentoring women and next-generation leaders. Enjoys musical theater, gourmet cooking, spending time in the mountains, and traveling with her family.

Videos



Hollie's Topics

The Future of Talent Acquisition: Embracing Gen AI and the New Workforce Paradigm

The landscape of Talent Acquisition is poised for a significant upheaval as generative AI (Gen AI) rapidly advances, threatening to replace those who resist its adoption. This session delves into the urgent need for leadership teams and Boards to address the transformative impact of Gen AI on the workforce.

As Millennials and Gen Z prepare to inherit unprecedented wealth, their influence on the workplace will intensify, reshaping corporate norms and expectations. Additionally, the rise of employee activism, with workers increasingly becoming shareholder activists, signals a shift in power dynamics that traditional business rules and governance structures are not equipped to handle.

With the pace of technological change outstripping the ability of businesses to adapt, C-Suite leaders face a critical challenge: reskill their workforce to meet the demands of a Gen AI-driven future, or make difficult decisions about who can and cannot keep up. In this insightful session Hollie Castro, a five-time Chief Human Resources Officer, will explore the strategic conversations that must take place in boardrooms across the globe, offering insights into how organizations can stay ahead in this new era of work.

By understanding and embracing these shifts, leaders can position their companies to not only survive but excel in the rapidly changing world of Talent Acquisition.

Available: In person, Virtually

Navigating the Future of Talent Acquisition: The Imperative for Leadership in the Age of Gen AI and Emerging Workforce Dynamics

In today's rapidly evolving landscape, Talent Acquisition is on the cusp of a profound transformation driven by generative AI (Gen AI). As AI technologies advance, they will increasingly replace roles that fail to integrate these innovations, making it essential for leadership teams and Boards to proactively address this shift. This

talk will explore the critical discussions that must take place at the highest levels of leadership to ensure organizations not only survive but thrive in this new era.

Key topics include the accelerated impact of Gen AI on workforces, with a particular focus on how Millennials and Gen Z—set to inherit significant wealth—are poised to reshape the future of work and corporate governance. The rise of employee activists evolving into shareholder activists will further disrupt traditional business norms, creating an urgent need for companies to adapt.

With business rules and norms lagging behind technological advancements, C-Suite leaders must bridge the growing disconnect between boardroom decisions and frontline realities. This session will challenge leaders to consider whether they should focus on reskilling their workforce or making tough decisions about letting go of those who cannot adapt.

Hollie Castro, a five-time Chief Human Resources Officer, will explore the strategic imperatives for navigating these complexities, and gain insights into how forward-thinking leadership can position your organization at the forefront of this transformation.

Available: In person, Virtually

Gen AI and the Future of Work: Embracing the Next Frontier

Artificial Intelligence, particularly Gen AI, is not just a technological innovation—it's a transformative force reshaping the world of work. In this session, Hollie Castro explores how Gen AI is revolutionizing industries, driving innovation, and altering the workforce landscape. Drawing on her extensive experience as a global HR leader, she will delve into the opportunities and challenges Gen AI presents, offering practical strategies for harnessing its potential to enhance productivity, foster creativity, and drive business growth. Participants will leave with actionable insights on integrating AI into their talent strategies and preparing their organizations for the future of work.

Available: In person, Virtually

Global Leadership Insights from a 5x CHRO

What does it take to lead HR at the highest levels across multiple global organizations? Hollie Castro, a five-time Chief Human Resources Officer, shares her invaluable lessons from the front lines of global HR leadership. In this session, she will reveal the key strategies that have driven successful transformations, navigated complex organizational challenges, and delivered significant shareholder returns across diverse industries. Attendees will gain a deeper understanding of how to lead with purpose, build resilient cultures, and drive performance in a rapidly evolving global business environment.

Available: In person, Virtually

Scaling for Success - Building Global Companies in a Complex World

Scaling a company on a global scale involves navigating expansion, mergers and acquisitions, and geopolitical challenges. In this insightful session, Hollie Castro draws from her extensive experience in leading global expansions and managing high-stakes M&A activities. She will discuss the critical components of successful global scaling, from strategic planning and cultural integration to risk management and governance. Attendees will learn how to build scalable frameworks that support sustainable growth while adapting to the complexities of different markets and regulatory environments.

Available: In person, Virtually

The Evolving Role of the CHRO as a Strategic Business Partner

The role of the Chief Human Resources Officer has undergone a significant transformation, evolving from a focus on traditional HR functions to becoming a critical strategic partner in business leadership. Hollie Castro, a seasoned CHRO, explores this shift and what it means for the future of HR leadership. In this session, she will discuss how CHROs can leverage their unique position to influence organizational strategy, drive business outcomes, and lead through change. Participants will gain insights into the mindset and skills needed to succeed in this dynamic and increasingly influential role.

Available: In person, Virtually

Agile HR and Driving Innovation with Design Thinking

In today's fast-paced business environment, agility and innovation are key to staying competitive. Hollie Castro introduces the concepts of Agile and Design Thinking as transformative approaches to HR. This session will explore how these methodologies can be applied to HR practices to create more responsive, employee-centered solutions that drive engagement and performance. Hollie will share practical examples and strategies for embedding agility into HR processes, enabling organizations to quickly adapt to change, foster innovation, and enhance the employee experience.

Available: In person, Virtually

Human Capital in the Boardroom - Elevating the Conversation

As organizations recognize the critical importance of human capital, the conversation at the board level is shifting. Hollie Castro, with her extensive boardroom experience, will explore the evolving role of human capital in corporate governance. This session will provide insights into how boards can more effectively engage with human capital issues, from succession planning and talent development to culture and diversity. Attendees will learn how to elevate human capital discussions in the boardroom, ensuring that they align with broader business strategies and drive long-term organizational success.

Available: In person, Virtually

Speaker Bureaus And Talent Agencies

Hollie Castro is available to book via these agencies

 **Recommended**



Speaking Agency