

Willa Devon

Laughter is rocket fuel for your bottom line

www.LaughatWork.net
555-555-5555
NYC & Worldwide



Chief Joy Officer & Clowntreprenuer

Leadership workshops that boost performance by 5% to 300% in six months

Kick-in-the-pants workshop facilitator with 15 years of experience inspiring Fortune 500 executives to embrace laughter in their daily work. Expert in using happiness as a lever to elevate business metrics, producing triple-digit improvement in sales, employee engagement, speed-to-market, and process efficiency—typically in 6 months or less.

Clients include Amazon, Apple, BP, Kraft, Microsoft, PepsiCo, Salesforce, and Walmart

Increased engagement at Microsoft to 99% in 2 months

Rallied PepsiCo leaders to add 12% revenue in 10 weeks

Mobilized Kraft executives to fuel production by 220%

- Tapped by CEOs and CHROs of multibillion-dollar companies to break down performance barriers by enriching on-the-job skills training with laughter.
- Crafted and presented workshops in 14 countries, including Bosnia, Canada, Colombia, Ethiopia, Haiti, Kosovo, Nepal, Slovenia, Thailand, and the United States; delivered up to 4 presentations per day.
- Transformed siloed departments, and guided tough-to-crack personalities into easy collaborations that place company priorities front and center.
- Built a reputation for captivating in-person audiences of 1 to 150 people and live online groups of 2,000+ attendees.

Corporate workshops (select list)

Resilience through Laughter | Leadership Coaching | Belly Laughter as a Team-building Tool | Comedy & Improvisation
Humanitarian & Corporate Clowning | Laughter & Change Management | The Joy of Conflict Resolution

Professional Experience

Laughter at Work, New York, NY, 2011 to Present

Leadership Workshop Facilitator, Happiness Trainer & Coach

Team up with Fortune 500 executives to shed light on challenges and shift paradigms toward new ways of working. Infuse new energy—and belly laughs—into corporate cultures by teaching individuals and groups to find humor in daily tasks and embark on projects with joyful intensity.

- **Salesforce** – Coached HR team to grow the workforce by 200% in 60 days, with 40% minority hires.
- **Microsoft** – Increased employee engagement to 99% per third-party survey through rollout of 7-workshop series.
- **Amazon** – Established trust between 4 product executives and 45 technologists from 2 companies following fast-track acquisition.

Clowns without Borders, Worldwide, 2011 to Present

Humanitarian Clown

Bring ease and laughter to people in crisis situations: refugee camps, conflict zones, and areas recovering from natural and manmade disasters. Entertain audiences in both formal and impromptu locations, often without stages or electricity.

- **Partnered with 11+ relief organizations** in Bosnia, Colombia, Haiti, and other countries to bolster community resilience.
- **Fostered connections and delighted online audiences facing high-risk threats**—such as the enduring COVID-19 pandemic—by translating in-person, experiential programs to the internet.
- **Raised awareness about the “right to play”** as invited presenter in the Conversations with Clowns series.

Change-Inspiring Performances by the Numbers

15	Fortune 500 Firms Buoyed via Clowning & Leadership Workshops
14	Countries Visited (and Clowned)
145+	US & International Performances
1-2000+	Audience Sizes

Top Line Leadership Development, Inc., New York, NY, 2007 to 2011

Management Consultant & Leadership Trainer

Propelled transformation and growth for Fortune 500 clients as peak performance trainer and turnaround expert. Coached individuals and entire organizations to overcome obstacles, embrace creativity, and improve the bottom line.

- **Created training programs attended by 12,000+ employees** of Boeing, Caterpillar, and Dr. Pepper Snapple Group, and delivered on-the-spot workshops for Apple, Burt's Bees, Nestlé, and other corporations.
- **Accelerated merger** of Hostess Brands and Elliott Frozen Bakery Products, and increased staff satisfaction by 20% through a series of team-building workshops for executives, managers, and front-line staff.
- **Reduced turnover from 55% to 10%** by presenting a lighthearted yet serious re-education program for Walmart staff.
- **Steered Kraft executives to increase production by 220%** via walkthroughs and training sessions on the factory floor.

PepsiCo, Purchase, NY, 2004 to 2007

Head of Human Resources

Established a diverse, collaborative culture at PepsiCo, a \$65B company. Built corporate-aligned human capital strategies and talent management programs—and evangelized the art, craft, and business necessity of employee engagement.

- **Pioneered the leadership development framework from scratch**, a game changer for this global enterprise.
- **Influenced double-digit revenue and margin growth in less than 3 months** by coining the term and training executives and managers in Trickle-Down Empowerment.
- **Kept a finger on the pulse of the organization** by surveying 200,000+ worldwide employees. Translated feedback into meaningful insights for program innovation and optimization.
- **Developed career pathways for every executive at the VP level and above**, resulting in 19 promotions in 3 years.

ABC Corp., New York, NY, 2001 to 2004

Turnaround Consultant

Tapped by the board of directors to stabilize operations and stop an exodus of employees during a period of change—three CEOs in 12 months. Teamed with leaders to add structure to the organization while restoring a vibrant, people-first culture.

- **Protected the organization from losing its best employees** by rebuilding connections between leaders and staff.
- **Increased productivity by 50% and engagement by 73%** through a radically inclusive HR approach that gave employees the freedom to manage their own schedules.
- **Tackled overspending: cut operating costs by 40% and vendor fees by 5%.**

Education & Master Classes

Kellogg School of Management at Northwest University, Evanston, IL
MBA in Business and Entrepreneurship

Dell'Arte International, School of Physical Theater, Blue Lake, CA
MFA in Physical Theater | Study Abroad in Bali

Mason Gross School of the Arts, Rutgers University, New Brunswick, NJ
BFA in Acting

Yale University School of Theater, New Haven, CT
Clown Master Class

Center for Movement Theatre, Washington, DC

Corporeal Clinic, Neutral Mask Intensive, Bouffon Intensive, Clown Weekends

Member of the Institute of Management Consultants (IMC USA), World Clown Association, Clowns of America

International, Society for Human Resource Management (SHRM), and National Human Resources Association (NHRA)

Awards & Honors

Humanitarian Award, 2018
World Clown Association

Clown of the Year Nominee, 2014
Clowns of America International

Global Impact Award, 2007
Diversity Change Agent, 2006
Culture Builder of the Year, 2006
PepsiCo

OVERVIEW OF THIS PROJECT:

For this resume, I wanted to create a presentation that makes people smile.

I started with bright yellows and reds—too childish. I tried clown- and circus-inspired shapes and images—too silly. After days of experimenting with the design and color palate for this project, I chose a few shades of purple with flashes of deep red...and came up with a combination of circles and rectangles. Whimsical yet grounded. Playful with business metrics close at hand.

At first, the circles were clown noses. Then pompoms. Then bubbles. Then, suddenly, planets. No matter. Their job is to bring lightness and eccentricity to a corporate presentation, like the energy this client brings to her Fortune 500 clients.

The content is straightforward with a touch of humor (“belly laughs,” “kick in the pants”) to help her corporate audience understand, embrace, and see the value in her approach.