**CASSANDRA N. MENN**

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**PROFESSIONAL SUMMARY**

For more than two decades, my skills and expertise were focused on changing organizational behavior change. However, pursuing a graduate degree in counseling was always a plan, specifically so I could focus on working with those suffering with eating disorders. My career reflects organizational leadership with a pivot to becoming a therapist.

I hold an M.A. in Counseling Psychology from the Houston Graduate School of Theology/Kairos University and am an LPC-Associate. I am clinically supervised under Meg Wilson, MA, LCDC, LPC-S, NCC for the duration of my associate practice. I began my clinical counseling career as both a primary and family therapist in residential treatment for eating disorders, specifically for teenage females and their families. My passion continues to help those suffering with eating disorders, along with anxiety and depression. I am currently trained in CPT, ACT, EFFT, CPT and DBT. I also am currently working on obtaining my trauma professional certification, as well as becoming a PREPARE/ENRICH facilitator.

Prior to becoming an LPC-Associate, I spent over two decades as a credentialed change management leader. Combining both in-house and agency experience, I developed and implemented behavior change management plans, offered leadership development/coaching to middle and executive management, and created internal communication programs designed to create more alignment between organizations and their employees, customers and stakeholders. Specific industries serviced: energy; healthcare; food and agriculture; information technology; and military affairs.

Finally, I continue to hold my certification from The Mayo Clinic as a Health and Wellness Coach. This distinction and application of training adds depth and value to my coaching practice and coaching clients (which is separate from my work as an LPC-Associate.)

Certified: Mayo Clinic, Health & Wellness Coach (since 2017)
Certified: Change Management, PROSCI
Certified: National Wellness Institute, Resiliency Trainer (OWLS)

**PROFESSIONAL EXPERIENCE**

**Clinician, Supervised by Meg Wilson, MA, LPC-S - Present**

* Clinician for private practice, specializing in treating eating disorders for teens, as well as adults.
* Additional treatment specialties include: Anxiety, depression, as well as substance use disorders.
* Run family psychoeducation groups
* Provide individual and family therapy
* Work collaboratively with other clinicians in practice

**Family Therapist, Clementine The Woodlands January 2023 – March 15, 2024**

* Ran weekly family group session including psychoeducation for families struggling with eating disorders, along with multifamily groups and co-partnered with our onsite Registered Dietician.
* Conducted weekly family coaching call sessions (with just the primary caregiver/family) as well as all ran all individual family therapy sessions (with the client and their family)
* Work collaboratively with complete treatment team weekly, adjusting interventions as needed to meet client’s family best interests.
* Ran core groups including ACT, CBT and LifeSkills weekly for all clients

**Primary Therapist, Clementine The Woodlands November 2023 – Present**

* Run core, weekly groups including ACT, DBT, and Recovery Readings.
* Offer therapy to adolescent female clients ranging from various ED’s, including anorexia nervosa (both subtypes), as well as bulimia nervosa and OSFED.
* Work collaboratively with complete treatment team weekly, adjusting interventions as needed to meet client’s best interests.
* Conducted family coaching calls, as well as in-person family sessions.
* \**Becoming EFFT trained end of January 2024*

**Clinical Intern, Clementine Houston May 2018 – September 2023**

* Developed group therapy programs for weekly DBT, CBT and ACT groups under clinical supervision.
* Supported and partnered with all on-site therapists to deliver group therapy, including co-leading Process Groups and weekly Recovery Reading for clients.
* Conducted assessments including Beck Depression Inventory, Beck Anxiety Inventory and client Biopsychosocial under the supervision of all primary therapists.
* Ongoing collaboration with the RD and Nursing Staff to further discuss specific needs of clients.
* Completed Relias Trainings, including additional training to further enhance knowledge of ACT, DBT and CBT in working with those suffering from eating disorders. Additional Relias training also includes training courses in nutrition, athletes with eating disorders and BED.
* Partnered with all therapists, as well as the Assistant Clinical Director and the Clinical Director, to discuss case conceptualizations, treatment plans for various clients, as well as exploring family counseling strategies and approaches.
* Participated in all daily team huddles, offered support to all therapists and implemented onsite programs under supervision.
* Offered nutrition exposure/supported clients at the table and during post-meal and snack time reflections.
* Ongoing support to clients in the Milieu including: assisting with homework assignments, exploration of interests (therapeutic games), and ongoing social/therapeutic engagement.
* Ongoing collaboration and partnership with Recovery Coaches, especially during meal/snack times and time spent with clients in the Milieu.

**Accenture, Associate Director – Global Mental Health Strategy Lead August 2022 - March 2023**

* Developed the Y1 first-ever global mental health strategy for Accenture; reported to Accenture’s Global Health Chief Officer (Dr. Tam Brownlee)
* Created and implemented the global coaching and data-driven wearable device program for Accenture’s Global Leadership Committee (top 1200 leaders across the globe)
* Managed the Global Mental Health Ally Network (more than 200 individuals across the globe)
* Created unique and diversified offerings across key markets for leaders to share their mental health stories, advancements in an effort to create cohorts for support and connection
* Worked with Gallup Strengths team to develop new ways teams can better communicate, and work together across cultures; developed new trainings to enhance ways of working
* Developed a trauma-based learning program in conjunction with Accenture learning as part of our crisis response team in select markets

**Accenture, Associate Director – HR, Global Talent Strategist for Operations March 2020 – July 2022**

* Developed global talent strategy and wellness enablement strategy for content moderators; unique population that reviews egregious content daily on key social platforms Meta, Google, Twitter, TikTok, Instagram, YouTube
* Worked with Accenture’s expert panel of trauma psychologists to develop coaching plans for Content Moderators looking at extreme content to monitor desensitization and offer coping and stress management interventions
* Develop change management plans and implement across Trust & Safety, specifically for target audiences requiring behavior change around mentorship, agility; run design thinking workshops; additionally, developed org design for weCare.
* Create and drive strategic communications to support all Trust &Safety needs, including strategic planning to toolkits, coping plans for weCare, T&S Community Portal and the Talent of the Future learning portal
* Craft and implement the talent strategy to advance our content moderator community
* [Beyond S&P]: Change lead for the Cloud First HR Program team (Sept 2020 – March 2021)

**Accenture, Senior Manager – Talent & Organization April 2019 – March 2020**

* Change lead for a digital transformation for a global energy company; developed and implemented a wide-range of strategic planning initiatives including enterprise-change management plan; behavior activations and habit interventions; employee experience design and planning; ran design thinking workshops to develop value delivery of the program success in year one; C-suite and executive leadership stakeholder management; managed and led a team of six individuals to support the work; worked under the SAFe Agile methodology for entire project
* Developed and managed a large-scale digital transformation for a global energy company (separate from above); set up a value delivery office and integrated the change management office to identify business outcomes; stakeholder management; focus groups; change communications including year one deployment playbook for leaders; designed hack-a-thons and middle management interventions established to drive behavior change

**Organizational Change Management & Change Communications Consultant Oct 2018 – March 2019**

**Principal| Independent consultant, contractor**

* Currently consulting with Xerox for their large-scale transformation; working directly alongside HR, IT, COO and Chief Communication officer to deliver change management and change communication strategies and implementation for February Go Live
* Working directly with the Xerox C-Suite; developed change communications and change Management plan for Xerox Senior Leadership
* Developed Xerox senior leadership breakout sessions and communications for annual Leader Meeting to explain the organizational change, the risk of not changing and to establish behaviors that drive the change from upstream to move downstream
* Working directly with Phillips Electronics (medical device group) on large-scale transformation around medical device regulations; providing organizational change management and change communication strategies, as well as strategic project management and implementation of all change and communication strategies
* Designing the corporate communications function with HID Global, an identity management organization based in Austin; conducting stakeholder analysis to understand barriers to change as the company goes through a reorganization
* Provided organizational effectiveness and leader coaching to Houston Food Bank during restructure

**Daggerwing Group March 2018 – October 2018**

**Partner & Principal| health & wellness Change Management and Communications lead**

As **Principal at Daggerwing Group for the Houston office:**

* Provided change management and change communications for the following key clients: Pfizer, Johnson & Johnson, Exxon’s Process Safety division, Gelesis (pharmaceutical company).
* Developed change communications and change management strategies for DePuy Synthes. Specifically, the work included development of the organization’s new vision, narrative and strategy to align to Johnson & Johnson Medical Division; also developed new prioritization tool to avoid saturation and align the organization with the corporate priorities
* Created internal and external change communications for Geleis, a pharma company focused on launching a new weight loss drug; applied behavioral change expertise to develop the external customer journey mapping, as well as the internal change barriers to avoid as the drug launches; conducted internal and external focus groups.
* Created the change communications and change management plan for both Exxon’s Sustainability practice, as well as the Process Safety Division; created dashboards for measurement around behaviors; created executive decks to showcase results and coached middle management around key messages and behaviors to drive the ongoing changes required for success in 2018-2019
* Worked directly with Pfizer’s *Get Old* program to update the communications for its internal audiences and developed change management plan to ensure reinforcement of the new program
* Drove new business development through building new partners, new relationships in the local and larger US markets
* Managed and coached teams at Daggerwing to better develop leadership skills, consulting skills

**FLEISHMANHILLARD July 2014 – March 2018**

**PARTNER, GENERAL MANAGER, SVP | GLOBAL LEAD, CHANGE MANAGEMENT PRACTICE**

As **Partner and General Manager** for the Houston office, **Change Management Practice Lead**:

* Managed an office of internal and external communications professionals; trained 4 – 5 internal communication (in Houston office) experts to be a part of the growing change management practice
* Generated new business for the Houston office and the global network, resulting in approximately $4.5MM of organic new business growth in 2016; $1M in organic growth for the (new) change management office in 2017
* Co-Led the Global Change Management Practice; provide change implementation expertise with new and current clients across industries, advising executives and senior management on best practices to meet organization objectives
* Lead multiple initial change optimization program for North Carolina Judicial System, moving from a paper-based court system to a digital operating environment; IT and digital transformation
* Co-Led for (3) projects for USAA over 18 months: 1) assessed, trained and upskilled P&C Employee Communications function to create a higher-performing team; 2) Develop new and proprietary change management/communications toolkit; 3) Part of the USAA Employee Empowerment consulting team to better align functions and leaders across all three divisions to operate more effectively, transforming the organization to be more effective in performance management and attract new talent; 4) developed and implemented Workday change management plan for employees to move to one performance management system
* Co-Led Benefits and Compensation harmonization for Analog Devices (post-merger of LTC); also working directly with the PMO as change management lead
* Senior lead on internal communications strategy for the recent mergers: GE/Baker Hughes; ADI acquisition of LTC (semiconductor)
* Provided change management and internal communication strategy and counsel to current clients including: Johnson & Johnson; Saudi Aramco; Anheuser-Busch; Lowe’s; Stewart Title; Academy Sports and Outdoors; Duke Energy

**Intertek May 2010 – July 2014**

**global change communications lead | Change Manager**

As a Change Communications Lead, responsible for defining, designing, developing, and delivering communications and change management plans to all six divisions. Provided change communications and change management strategic planning and implementation around several acquisitions, business process improvement, organization development, organizational capability, and program management.

As **Change Communications and Change Manager** for Intertek May 2010 to July 2014:

* Developed and executed change strategy in collaboration with Country Leaderships teams across North America, Europe and APAC team to create a social media center of excellence
* Created an Employee Advisory Committee and social governance team to test and learn change management and communication activities during the global build out of a social media center of excellence
* Provided internal communications and change management support to the acquisition of Moody International; worked closely with operations and HR leads to develop an IMO plan for Day 1
* Worked closely with Country Leader to develop communications around the Shared Services Center; worked alongside CIO/IT team to provide change management support and to ensure change management plans were aligned to the internal communication plans; provided change management support around ERP transformation
* Conducted stakeholder analysis during multiple organization changes including divisional restructuring and launch of new KAM (Key Account Management) sales program

As **HR Communications/Change Manager** for Intertek North America October 2013 to June 2014:

* Developed change management plans to support current recruiting model
* Worked alongside HR to review current competency and behaviors for performance reviews
* Trained North America HR team on recruiting tools including LinkedIn, Glassdoor to more effectively recruit talent across key service offerings (wireless, commodities divisions)
* Led change communications for HR working groups to support the acquisition of new talent specifically in the Wireless and Commodities sectors

**burson marsteller October/2007 – May 2010**

**co-office lead | public affairs manager; change management & communications**

* Co-led Houston office; grew the Houston office from $200K to over $1MM in revenue (over 12 months) as a result of new business development and expansion of current clients including Shell, Accenture and Texas Health & Human Services
* Developed and implemented corporate positioning programs for Accenture CRM and marketing transformation service lines
* Coached middle managers at Shell, Accenture and Total around crisis management, media training and responses
* Constructed, implemented the Shell Speaker’s Bureau to increase market leadership
* Provided change management and change communications to the Iowa Department of Economic Development for ongoing thought leadership programs to increase market position of Iowa’s leading business drivers such as renewable energy, manufacturing and food processing.
* Led change communications and conducted stakeholder assessments for the Texas Health & Human Services statewide campaign round childhood immunizations
* Raised the profile for Accenture CRM Global leaders through key media placements in *Forbes.com*, *CIO* *Magazine*, *BusinessWeek, Reuters, Bloomberg Business News* and *Ad Age*.

**the merritt group May 2005 – October 2007**

**manager, communications | enterprise software practice**

(reston, va)

* Prepared Metastorm (now OpenText) to go public, develop communications
* Developed training materials for Metastorm’s sales teams; position the C-level executives at top trade shows and with key opinion leader. Developed strong CRM program to further help meet the business objectives for this company.

**ogilvy public relations January 2003 – April 2005**

**co-office lead | public affairs manager and change communications**

(washington, d.c.)

* Managed several lines for business for the Health & medical team for GSK
* Supported media relations efforts for NIH Heart & Lung news, along with providing national

media relations for the N.I.H. *Women’s Red Dress Heart Truth* campaign.

**vollmer public relations**

* Roles held at Vollmer: Account Director, Account Executive, Assistant Account Executive, Account Coordinator.

Education

Masters of Arts, Counseling Houston Graduate School of Theology

 *Houston, TX*

Bachelor of Arts, English and Humanities-Classics Ohio Wesleyan University

 *Delaware, OH*

Professional Development

Trained *SAFe Agile Specialist (Organizational Efficiency)*

Certifications *Change Management Certificate (PROSCI®)*

**Certifications *Mayo Clinic Health & Wellness Coach***

 ***(Dec 2018-2022, and December 2022-2025)***

**Certifications  *Resiliency & Thriving Trainer, National Wellness Institute***

***Affiliations*   *National Wellness Institute (Member)***

***Affiliations American Counseling Association (Student Member)***

***Affiliations Texas Counseling Association (Student Member)***

***Affiliations Houston Eating Disorder Specialists (Student Member)***

Affiliations *Board Member, Texas Chapter* *Association of Change Management Professionals (ACMP, Sept 2017 – August 2018)*

**Program Developer *Lifestyle & Transitions Wellness Coach,***

 ***Veteran Program –Dress for Success***

 **Houston (October 2018 – December 2018)**

Accenture *Houston ERG Lead for Health & Wellness (May 2020 – Dec. 2022)*

Speaker  *Panelist, Express Works– “The Future of Change Management” (May 2017)*

Speaker  *Organizational Wellness/Workplace Wellness, Schreiner University*

 *(Sept. 2018)*