



People Operations Speaker Panel

Wicked Smart, Self-Directed,
Problem Solvers



Tara Kinney

Moderator - CEO, Atomic Revenue

Tara supported more than 76 companies in 8 distinct industries prior to age 40, including more than 40 leadership/executive/board positions. She simply loves business models—how they work, who they serve, and how they generate profit. As a consultant and board member, she leverages her experience in the school of hard knocks with an emphasis on case studies, business fundamentals, and distributed accountability that enables organizations to meet the demands of today's customers and workforce.

She believes technology disrupts traditional hierarchy by uniting organizations top-to-bottom through process and data which streamlines operations, drives down costs, and improves human performance. Distributing leadership to every role within the organization meets the demands of today's customers and workforce. Focused on a people-centric workstyle, Atomic Revenue uses purpose-driven goals to motivate their contractors and employees at every level. Atomic Revenue's competitive advantage lies in our ability to build a remarkable contractor/employee experience aligned with the company value proposition for serving clients.

Tara is Founder and CEO of Atomic Revenue (Revenue Operations Management Consultancy), Board President and Owner of AuVis (Dashboard Technology Company), Board Member for Midwest Manufacturing Leaders, Volleyball Coach, as well as a mother of two energetic, powerhouse, school-age daughters.

She gets up, shows up, and kicks ass every day because she loves inspiring and aligning people for a common purpose so that "All Ships Rise Together".

Professional Specialty:

Expertise in Budgets, Labor Planning, KPIs, Recruiting & Performance Management

Key Credentials:

- National Public Speaker
- 40+ company leadership teams
- 8 distinct industries
- Recruiting for 17 employers worldwide



Lauren Fast

Panelist - Brand & Reputation Management

Lauren Fast is a sought-after social strategist, thought-leader, and entrepreneur. She is focused on marketing at all levels of the business development funnel as the Brand and Exposure Manager at Atomic Revenue. Lauren's secret sauce is in messaging development and differentiation, so you stand out!

When it comes to People Operations, Lauren facilitates meaningful experiences for Atomic Revenue team members by hosting monthly virtual happy hours that are informative, motivational, collaborative, and engaging. She manages Atomic Revenue's marketing team for people celebrations, internal eNewsletters, client and team events, as well as brand training throughout all levels of the organization. When it comes to brand, Lauren is always "on brand" for the team and situation whether impersonating an executive on social media, representing any company at a tradeshow or facilitating collaborative conversations to align diverse perspectives.

In addition to her role at Atomic Revenue and work as a national public speaker, Lauren is a Co-Founder & Partner at Fast Bryant Consulting, a full-service digital agency serving local B2C organizations. She also started an internal community for the "Women of Atomic" where she facilitates conversations and shares meaningful content for women navigating the intersection of personal and professional demands, well-being, and success.

To inspire creativity over the last twenty years, Lauren spends her weekends as a freelance makeup artist and can be found hiking around her family farm, tending to her chickens, or on adventures with her two sons.

Professional Specialty:

Facilitates decision making, brand and messaging development, and accountability among executives and team members

Key Credentials:

- National Speaker on Personal Executive Brand since 2010
- Co-created brand messaging with both B2C and B2B organizations
- Executive & leadership roles in for-profit & not-for-profit organizations
- 20+ virtual happy hours facilitated with stellar reviews and engagement



April Bryant

Panelist - Attracting Applicants (Social Media, Digital Advertising, and Content)

A national and state award-winning communications professional with two decades of experience in public relations, digital media, and communication strategy. A regional, state, and national presenter on topics including increasing audience engagement, content marketing, innovative digital media for businesses and organizations, and effective communication. Bryant is experienced in strengthening organizations' social media presence and protecting brands through issues management and crisis communications. She is skilled in developing key messages for target audiences.

April manages Atomic Revenue social media channels and represents multiple clients' company and executive brands as a social media community manager. She helps businesses enhance their online presence with consistent and creative content that stops the scroll and inspires action. Whether the measurable outcome is "apply for this job" or "visit our website" or "register for this event" or "complete this form"...April knows how to align compelling messaging with the interests of a target audience to produce results. Her work has been critical for one client that needed to resolve annual turnover in excess of 110% at two of their five locations as well as bring 40 new employees onboard in less than 6 weeks. She is now involved with people operations for attracting applicants for multiple employers nationwide.

In addition to her work at Atomic Revenue, April is a Co-Founder and Partner at Fast Bryant Consulting, a full service digital agency that works with local B2C brands in Missouri. She is also a professor in the Communications Department of Missouri Baptist University in addition to her favorite role as "mom" and "cheerleader" for her children.

Professional Specialty:

Public Relations, Content Marketing, Strategic Communications, Crisis Communications, & Storytelling

Key Credentials:

- Accredited in Public Relations
- Accomplished Public Speaker
- Community Volunteer & Advocate



Joel Emery, MBA

Panelist - Hiring & Recruiting Process (Stages, Measurability & Change Management)

Joel continually drives innovation, collaboration, and engagement by building strong human-to-human relationships and thinking critically to align diverse perspectives for achieving common goals. He develops processes, using quantitative and qualitative data analysis, to build effective strategies that engage customers and employees to increase business profitability and growth.

In a People Operations scope, Joel utilizes his skills as a Sales Systems Architect to create recruiting, onboarding, and retention programs that can be systematized within a company CRM platform. Joel uses his skills and experience in system automation to improve applicant, candidate, and employee experience tied to measurable outcomes. Joel understands the importance of proactively creating and adopting new systems and programs to improve ways of working for clients and internal use. More importantly, he focuses on buy-in from all stakeholders to facilitate change and trains individuals and teams to achieve the new expectations of their role in a new process. Most recently he has been transforming the hiring process with human resource teams to improve candidate and employee experience, achieve measurable outcomes, and increase profitability.

When he is not working, you might find Joel writing and recording music, sharing the children's book he has published, hanging out with his family, and grilling up a delicious feast of exotic foods.

Professional Specialty:

Buy-in from diverse perspectives, change management, employee engagement, and systematizing measurable process.

Key Credentials:

- Executive & leadership roles in for-profit & not-for-profit organizations
- Built pipelines & managed processes transformation for dozens of teams
- Cross division experience working and leading initiatives in HR, IT, Finance, Legal, Recruiting, Marketing, Sales, Development, & Operations



Steph Hermanson

Panelist - Process Automation (Recruiting & Onboarding)

Steph Hermanson is the Chief Revenue Officer (CRO) at Atomic Revenue and Jack-of-all-trades when managing the digital transformation of sales, marketing, customer, business, and people operations for companies nationwide. As a fractional CMO/CRO, Steph aligns sales and marketing capabilities with strategic business goals and measurable outcomes. This work often considers maximizing the ROI of a company's technology investments by finding cross-department process automations and data integrations that reduce labor hours and eliminate duplicate capabilities of separate tools in separate departments. She is a servant leader focused on teaching and transferring knowledge in collaboration with her teams.

Professional Specialty:

Digital Transformation of Marketing, Sales, and Customer Operations, Process Automation, ROI Optimization

Key Credentials:

- National Speaker on Effective Digital Operations and ROI
- 40 Under 40 - Business Journal
- Top 100 Marketing Leader Worldwide
- Top 200 CX Leaders for 2022

Steph's expertise in Revenue Operations allows her to lead teams collaboratively across any business department. With more than 10 years, she has become a globally recognized leader. Recently, noted as 40 Under 40 by the Business Journal in the Greater St. Louis market, a Top 100 Marketing Leader Worldwide by PRSM, and Top 200 CX Leaders for 2022 by Engati.

For Atomic Revenue's hiring and onboarding process, Steph served as the integrator to establish process, build people operations pipelines within the CRM, and implement automations that involve all departments of the company. These are all necessary to accomplish the HR, legal, financial, company-specific, position-specific, and employee-specific requirements for success.

In her spare time, Steph stays active as wife, mom and oldest sibling of 5. She grew up as a military kid living in 25 different places before age 25 and still enjoys travel whenever possible.