

Profile – Joanne Bintliff-Ritchie, SPHR

As Chief Strategist for DoubleStar, Inc., Joanne Bintliff-Ritchie is responsible for directing product strategy, thought leadership, and strategic consulting services related to the company's Talent Measurement practice, including the Workforce Insight suite – DoubleStar's leading workforce analytics solution.

With more than 25 years in HR, Ms. Bintliff-Ritchie has a strong background as an HR executive as well as extensive experience in HR management, technology transformation, organizational effectiveness, mergers and acquisitions/ divestitures/joint ventures, change management, team dynamics, staffing, employee relations, and leadership development. In her previous roles, she worked closely with organizations in the pharmaceutical, healthcare, and insurance/financial services industries.

Ms. Bintliff-Ritchie is a member of the Society of Human Resource Management (SHRM) Human Capital Measurement/HR Metrics Special Expertise panel and also acts as an expert advisor for the Human Capital Institute's (HCI) Talent Technology learning track. In addition to authoring numerous white papers and thought leadership articles in leading HR publications including *Workforce Performance Solutions* magazine and *IHRIM.link*, she has presented at leading HR events sponsored by ASMI, IHRIM, SHRM, IQPC, HRPS, Oracle's Human Capital Management User Group (OHUG), HR Professionals Association of Ontario (HRPAO) and HRM. Ms. Bintliff-Ritchie holds a bachelor's degree in Psychology from St. Joseph University, Philadelphia and also received her certification in Industrial Psychology from St. Joseph University.