

Keridwen Cheetham

Keridwen Cheetham is an expert in workforce planning, labor costing and HR modeling and analysis. She has a strong track record of finding insightful ways to analyze and model data to help senior executives drive pragmatic business solutions. With extensive international experience, Keridwen partners with global business leaders to translate often limited data into meaningful models and relevant trends to support sound decision-making.

Sample projects include:

- Partnered with HR to build a global, strategic workforce planning methodology for a multinational company. Mobilized a cross-business team to establish a process for estimating labor demand. Translated models into a suite of flexible, low-cost exit and retention strategies
- Established an ongoing process to link workforce data into the financial budget providing a complete labor picture for a multinational communications provider. Performed underlying variance analysis to prevent 'padding' of labor budgets and to pinpoint the root causes of variances. Developed models to drive the company back on target. This work was instrumental in saving the company a significant proportion of its annual labor costs
- Managed the European associate survey for an international financial services firm. Partnering with colleagues abroad, analyzed the quantitative and qualitative data to identify key company-wide issues as well as those unique to the European business. Worked with business leaders to design pragmatic interventions which led to improved employee satisfaction and reduced attrition
- Developed a talent succession model to improve diversity throughout the high potential pool for an international communications company. Modeled existing data to show likely scenarios, given past trends. The succession model drove an increased focus on diversity and retention
- Researched and modeled the potential client base for a not-for-profit organization. Models provided sound evidence of the scope of clients they could serve. This documentation was crucial to enable them to maintain their charitable status
- Modeled attrition to review the impact of the aging workforce on key groups for a multinational company. Led senior managers through various scenarios showing labor sensitivity to possible conditions. The starkness of the potential outcomes drove management to focus on how short term workforce decisions could better align with longer term outcomes

Previously, Keridwen managed all data elements of the worldwide Workforce Planning, Analysis and Insight function of British Telecom Group. Keridwen is a joint British/Canadian citizen and holds an engineering degree from Imperial College, University of London and a post-graduate Diploma in Personnel and Development. She qualified as a Chartered Accountant and worked in public practice prior to moving into Human Resources.