

Senior HR and talent professional with 20+ years of experience spanning executive search, recruiting (RPO/contract/corporate), workforce development, and talent management. Known for leading hard-to-fill searches, compensation and salary negotiation, stakeholder partnerships, and change-enabled programs supporting DoD and commercial clients. Hawaii market specialist and active civic contributor through State of Hawaii Workforce Development Council service, plus HR/workforce speaking and career-transition media platforms.

EDUCATION and CERTIFICATIONS

- Prosci Change Management Professional Certification
- Association of Talent Development; Certified Master Trainer, Adult Learning Certificate, Integrated Talent Management Certificate
- Technical Communications, National School of Broadcasting, Las Vegas, NV

EXPERIENCE

INKINEN & ASSOCIATES DBA Inkinen Executive Search – Search Consultant

JULY 2024 to Present Honolulu, HI

- Executive search consultant for a 30+ year boutique recruiting firm specializing in Hawaii.
- Career transition lead for the firm's outplacement and coaching services.
- Exceeded annual billing expectation by 67% (target \$240K; delivered \$400K+ in billings).
- Expanded career transition services to \$100K in annual revenue through advisory engagements and partnerships.

C.A. CROSS & ASSOCIATES, LLC – Media and Marketing Consultant

FEBRUARY 2022 to Present Honolulu, HI

- Indo-Pacific SME Consulting: Considered a go-to Indo-Pacific expert for DoD clients, having spent 7+ years in the region.
- DoD Project Leadership: Staffing lead for a \$340 million DoD aviation company proposal win for a DoD small business partnered with a Fortune 100 prime contractor.
- Talent Acquisition Innovation: Enhanced a Fortune 500 company's participation in a national SkillBridge program, aligning to engagement goals and processing more than 20+ annual cleared candidates with no client time loss.
- Media & Leadership Transition: Self-published book, "CIVILIAN MISSION," and launched "The Military to Civilian Career Transition Power Hour" podcast, garnering over 30k YouTube views and several thousand audio downloads since Nov 2023. Achieved #1 bestseller status in 5 days; sold 200+ copies in 80 days. Grew YouTube channel to 3.1K views and 400+ subscribers.
- Advocacy & Education: In-demand speaker on salary negotiation, career transition, and talent development. Led Wahine Forum Panel in 2023; co-delivered a SHRM-HI CEU webinar; and served on Hawaii's WFD Military and Veterans Affairs Committee, impacting 210,000+ professionals.

BOOZ ALLEN HAMILTON – Associate

JUNE 2017–FEB 2022 Honolulu, HI (Employee)

AUG 2016–JUNE 2017 Los Angeles, CA (Contractor)

- Recruitment Innovation: Spearheaded staffing for C4ISR, engineering, IT, and data defense contracts, increasing recruitment by 30-45% annually through targeted campaigns for high-clearance roles.
- Strategic Leadership & Contract Support: Partnered with executive leadership to guide \$150M+ in annual contract IT and technical staffing, strengthening pre- and post-award processes.

- Compliance & HR Collaboration: Worked closely with Talent Acquisition and HR Directors on Indo-Pacific compliance, supporting EEO, AA, DEIB, and broader compliance initiatives.
- Compensation Analysis & Realignment: Addressed regional compensation discrepancies, leading to corporate compensation adjustments.
- Community Engagement: Led initiatives with educational and military organizations, expanding recruitment pipelines and staff engagement in the Indo-Pacific.
- Talent Management & Development: Developed training for interns and SkillBridge participants, fostering talent growth and engagement.

Cheryl Cross DBA C.A. Cross & Associates – Independent Contractor

JAN 2005– AUGUST 2016 Los Angeles, CA

- Principal Consulting Engagements: Served as a principal recruiting consultant for Genworth Financial, E&B Natural Resources, Onco Therapeutics, leading specialist medical offices, Hermosa Beach Firefighters Association, HAZSIM, LLC, Countrywide Financial, and various small businesses and nonprofits including, the Institute for Myeloma and Bone Cancer Research.
- Comprehensive Expertise: Delivered full-cycle HR, talent acquisition and management, and workforce development. Facilitated stakeholder creation and engagement, and executed marketing, communications, and business intelligence/research strategies.
- Diverse Industry Impact: Applied specialized knowledge in organizational management, talent development, and acquisition across energy, banking-finance, capital markets, insurance, medical diagnostics, government, military, and more.
- Transformational Specialties: Excelled in organizational strategy, talent optimization, contract negotiations, strategy formulation, content creation, and driving turn-around success.

MANPOWER/CONTRACT RESOURCES INTERNATIONAL (CRI), INC.

NOV 2002– NOV 2005 Los Angeles, CA

CRI, Inc. was an RPO company in Los Angeles that was later acquired by Manpower in 2008. Clients included KB Home, Edward Jones, and GE Capital (later Genworth).

- Hired as a recruiting and resource analyst and quickly transitioned into a recruiting role for high-volume sales positions with KB Home and Edward Jones.
- After 6 months, was placed on the executive recruiting RPO team for clients, including GE Capital, which later became Genworth Financial.
- Our team placed more than 15 C-suite roles within a 1.5-year timeframe, including CFO, CTO, and director-level positions.
- In my final year, co-directed the RPO Executive Division, responsible for securing new requisitions for placement by our team. Was hired directly by Genworth Financial on 1 year contract, enabling me to start my own business.

PREVIOUS EMPLOYMENT

INSYTE RESEARCH, Los Angeles, CA- Primary and Secondary Competitive Intelligence Research

Analyst for Key Accounts in Financial Services and Capital Markets

Mesa Bluemoon/Atlantic/Rhino Records –Burbank, CA - Marketing and Media Manager

Geffen Records – Los Angeles, CA – NAC Promotion Lead

KEYV 93.1 FM -Las Vegas, NV – Music Director and Primetime On-Air Personality; KOMP 92.3 FM- Las Vegas, NV – On-Air Personality

COMMUNITY ENGAGEMENT

Civic/State/Municipality

State of Hawaii Workforce Development Council (WDC) — Council Member and Executive Board Member (2024–Present); Co-Chair, Military & Veterans Affairs Committee (MVAC). Prepared in support of next-term service.

Next-term focus: strengthen employer engagement and sector partnerships; expand work-based learning/apprenticeship pathways; improve outcomes for veterans, transitioning service members,

and underserved populations; and support data-driven workforce planning aligned to Hawaii's economic priorities.

Speaker: HR and workforce topics including salary negotiation, career transition, talent development, and veteran/military hiring (panels, webinars, and community events).

Commissioner; Emergency Preparedness Advisory Council (2015-2017) Los Angeles County; City of Hermosa Beach, California

Membership Organizations

Member – SHRM Hawaii; Education Foundation – OAHU Director of Communications

Past President (2023) and Executive Board Member – Organization of Women Leaders (OWL)

MEDIA START UPS:

Owner: **X CHANGE Podcast Series** media platform; Producer and Host of the Military to Civilian Career Transition Power Hour series launching Nov 2023 on YouTube, Apple and Spotify.

Author, CIVILIAN MISSION: The Three-Year Guide for Military Professionals Planning Civilian Careers and Unlocking Your Worth; Mastering Salary Negotiation (set for release 2027)