



Crystal A. Libby

Procedural & Employee Development



PROFILE

Results-driven Training and Business Development professional with a focus on streamlining procedures, developing talent, and maintaining a diverse and supportive service culture.

PROJECTS

Worked alongside fellow board members of Salinas Valley Pride Celebrations to host the only in-person Pride Event of 2021 in Monterey County, the theme of which centered around Latinx inclusion to better represent underserved demographics of Monterey County's LGBTQ+ community.

Developed Sales & Operations Standard Operating Procedures and hosted live training sessions for employees of Nest Bedding, the Monterey Bay Aquarium, and Pebble Beach Resorts.

Opened seven Nest Bedding store locations within 2 years, increasing brick and mortar presence by 60% and generating an annual revenue increase of \$25 million.

Orchestrated the launch of Nest Bedding's Canadian e-commerce store and administered the service agreement with International Checkout to allow Nest Bedding sales overseas.

EXPERIENCE

2020-Present

Training Coordinator

Pebble Beach Resorts

Lead technical writer of Pebble Beach Reservation Sales procedural manuals for NAVIS, Springer Miller Systems, and Sales Strategy. I conduct regular training classes and one-on-one coaching on the subjects of luxury sales, customer service, and internal operations. I analyze metrics to evaluate employee performance and strategize development.

2019-2020

Sales & Reservations Supervisor

Monterey Bay Aquarium

Oversaw day-to-day functions of the Aquarium program sales. Responsible for developing the skills of a growing sales staff by streamlining procedures, developing training material, and overseeing the implementation of new CRM and VoIP systems.

2015-2019

Director of Human Resources & Business Operations

Nest Bedding

Processed payroll and administered 401k and health benefits for all Nest Bedding employees. Worked with ADP to implement employee trainings on the subjects of diversity, sexual harassment, worker safety. Oversaw a multi-site team of Regional Operations Managers responsible for order processing logistics and vendor relations. Maintained business registrations for all expansions nationwide and internationally.

EDUCATION

Management & Strategy Institute

Six Sigma Lean Black Belt Certification (LBBP)
Project Management - Lean Process Certification (PM-LPC)
Lean Supply Chain Management Certification (LSCM)
Corporate Trainer Certification (CTC)
Executive Management Certification (EMC)

Corexel

Equal Employment Opportunity Certification

Harvard University

HarvardX Entrepreneurship in Emerging Economies Program

VOLUNTEERING

Salinas Valley Pride Celebrations

Vice President

Board member and active Chair of Communications and Fundraising Committees

SKILLS

- Project Management
- Training Development
- Technical Writing
- Cost Containment
- Operational Logistics
- Multi-Site Operations
- Service Culture
- Leadership
- Communication
- Team Building



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