Brittney Van Matre

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Profile

Organizational Strategy expert, Executive Coach, and pre-licensed Psychotherapist with 20+ years of experience driving workplace transformation, leadership development, and human-centered employee experiences at Fortune 500 companies and high-growth startups. Combines deep commercial acumen from a decade-plus leadership tenure at Nike with an advanced background in Applied Psychology. Proven track record of navigating complex organizational dynamics to deliver human-centered solutions that align with strategic business goals.

Experience

Future of Work & Workplace Transformation

Led workplace strategy and employee experience at Nike, designed future-of-work initiatives for Waymo and Toyota, and built people operations for Veesion AI. Specialized in change management (PROSCI-certified), psychological safety, and culture-building. Built an independent consulting practice to $1.4M in revenue over 4 years.

Leadership Development & Executive Coaching

Facilitated 50+ workshops/keynotes on emotional intelligence, resilience, and team dynamics. Currently an executive leadership coach for Abroad.io and leadership development consultant for Nike, Walmart, and Veesion AI.

Holistic Employee Experience & Wellbeing

Designed leadership and community experiences for companies including Waymo, Toyota, Walmart, and Arc'teryx. Published thought leadership on purpose-driven work for LinkedIn and CNBC. Versed in career counseling theories and vocational development tools.

Work History:

- Lead Awake LLC (dba Rewild Work Strategies), President and CEO, 2021 - Present
- NIKE, Director Workplace Strategy and Employee Experience, 2019 - 2021
    - Led the global workplace strategy for Nike, servicing over 25,000 employees, managing complex change and communication plans across 65+ locations.
    - Operated as Chief of Staff to the VP; built the quarter, annual, and long term strategic operating plans and secured seven-figure budgets.
- NIKE, Manager of Consumer Experience, 2018 - 2019
- NIKE EMEA, Manager of Consumer Experience, 2017 - 2018
- NIKE EMEA, Marketplace Transformation Manager Europe, 2015 - 2017
- NIKE EMEA, Jordan Brand Strategic Planning Manager, 2013 - 2015

- NIKE, Sr. Sourcing and Costing Manager, 2011 - 2013
- NIKE, Lead Auditor, 2010 - 2011
- KPMG LLP, Sr. Risk Associate, 2006 - 2010

Consultation & Organizational Development:

- Executive Leadership Coach, Abroad.io, 2025 - Present
    - Coaching executive level leaders across academia (Vanderbilt), high growth startups, and Fortune 500.
- Organizational Change & Transformation Consultant, **Toptal Consulting**, 2026 - Present
    - Designing preliminary planning for human-AI workflow and behavior change.
- Head of People Operations (fractional consultant), **Veesion AI**, 2024 - 2025
    - Led the development and execution of employee benefits implementation (Just Works), new employee onboarding, and built various people operations practices and tools from the ground up for over 200 employees.
- Leadership Development & Culture Transformation Consultant, **Walmart**, 2023 - 2024
    - In-house leadership development coach, facilitator, and culture strategist for the Store No. 8 innovation team, resulting in the team becoming the highest-performing in their division's history based on annual engagement data.
- Future of Work Strategist, **Waymo** (Alphabet), 2022 - 2023
    - Advised and coached the Head of Workplace Strategy on the successful launch of "Waydesking," their flexible work strategy for engineers. Developed change management plans for real estate consolidation and HQ experience.
- Leadership Development Consultant, **NIKE**, 2023 - 2023
    - Designed and led several multi-day leadership development experiences for Nike Executive leaders focused on social-emotional intelligence.
- Change Management & Organizational Development Consultant, **Toyota**, 2022 - 2023
    - Led Toyota's hybrid work offense to scale and measure new ways of working.
- Leadership & Workforce Development Learning Designer & Facilitator, **HP**, 2022 - 2023
    - Facilitated a 6 month leadership development learning journey for Global Marketing leaders.
- Employee Engagement Consultant & Executive Coach, **The Bloomi**, 2021 - 2021
- Transformation Strategist, **SIY Global** (Ed-Tech), 2021 - 2021

Education:

- Masters of Science in Clinical and Applied Psychology, Prescott College, 2024 - 2026
- Bachelor of Arts in Business Administration, Accounting and Information Systems, Minor in Political Science, Washington State University, 2002 - 2006
- Ecopsychology Graduate Certificate, Pacifica Graduate Institute, 2022
- Applied Archetypal Astrology Graduate Certificate, Pacifica Graduate Institute, 2023

Volunteer Experience:

- Unbound Collective Portland, Co-Founder, (75+ Member Social Club), 2024 - Present
- West Hills Montessori School, 2023 - Present
- Big Brothers and Big Sisters Pacific Northwest, 2008 - 2013

Selected Facilitation & Keynotes:

- Search Inside Yourself 2-Day Course, Nike Berlin, 2019
- Search Inside Yourself 2-Day Course, KPMG, 2019
- Emotional Intelligence at Work Keynote, Power Engineers, 2019
- Search Inside Yourself 2-Day Course, USDA, 2019
- Search Inside Yourself 2-Day Course, Public Program, 2020
- Psychological Safety Keynote, How Women Lead Network, 2020
- Leading From Within 6 Week Course (4 Cohorts), HP, 2022
- Out of Office and Into You 2-Day Leadership Retreat, Nike Apparel Innovation, 2023
- Trust, Transparency, and Difficult Conversation Workshop, Walmart, 2024
- Walk and Talk Solstice Nature Retreat, Arc'teryx, 2025
- Difficult Conversations, Rocket Money, 2025
- Creator of "Career Pivots" career development course blending career counseling theories, psychotherapy, and vocational mapping.

Published Writing & Thought Leadership:

- Brainz: You Don't Need to Know Your Purpose, Here's Why
- Contributing Writer for Forbes Coaches Council:
    - Focus on Your Vocation, Not Your Career
    - Use Therapeutic Techniques to Transform Employee Performance
- CNBC, 2021: How employers will win back office workers in 2021
- LinkedIn 2021 Big Ideas Report: 21 Big Ideas That Will Change Our World in 2021
- The Workplace Leader Podcast, 2021: Promoting Employee Engagement
- The Workplace Leaders Podcast, 2021: Leadership Roundtable, Engage and Attract in a Reimagined Office
- George Fox University, 2022: How to Start A Career
- The Measure Podcast, 2022: The Wheel of Human Experience Starts With Feeling
- The Career Breakers Show, 2025: Rewilding Work After Nike
- Venus Rising, 2025: Rewilding Your Work and Finding Purpose

Certifications & Professional Development:

- Search Inside Yourself Leadership Institute (born at Google), Certified Teacher, Coach, Facilitator, 2018
- PROSCI Change Management with ADKAR, 2021
- Archetypes at Work™, Certified Facilitator, Coach and Guild Member, 2024
- Certified Meditation Teacher (MTT 300), Meditation Learning Center Mesa, AZ, 2016
- Mindfulness Based Stress Reduction, UMASS Center for Mindfulness (Online), 2018
- Power of Awareness, Jack Kornfield and Tara Brach (Online), 2016
- MBTI, Work-Values Matching, Career Interest Profiling, Personal Archetypes
- Philadelphia Association of Jungian Analysts, Seminar 2025 - 2026