



## Jerrell M. Moore, JD, MHR

Head of Global Inclusion at Google

Jerrell Moore is Head of Global Inclusion at Google. Atlanta based, Jerrell is responsible for leading Google's internal community partnerships, and for helping EE deepen a sense of inclusion and belonging within the company. This includes working with the approximately 40,000 Googlers who participate in our Employee Resource Groups, Leadership Councils, and Allyship programs. In addition, Jerrell leads EE's diversity culture efforts and provides key insights around employee sentiment related to DEI.

Before joining Google, Moore was at Fortune 500 Assurant, a global provider of risk management products and services. He created and led an integrated, global diversity and inclusion strategy to elevate the company's status as a best place to learn and work for employees. Jerrell drives results by leading the company's D&I Advisory Council while continuing to shape its DEI strategy to build on its foundation of diversity, collaboration, and inclusion. Jerrell was also founder and Chief Executive Officer of Denmark Madison Consulting (DMC) where he provided strategic direction, leadership development, and business intelligence solutions to executives, businesses, and institutions. Jerrell is an Adjunct Professor of Employment Relations Law at the University of South Carolina's Moore School of Business.

Just prior to launching DMC, Jerrell was Vice President of Diversity and Inclusion for Fortune 100 Charter Spectrum—a \$43 billion telecommunications and mass media company providing cable, video, high-speed data, and voice services to 28 million customers daily. As the highest-ranking diversity officer, Moore created and implemented the enterprise diversity strategy for 98,000 employees. Jerrell led the CEO-chaired Executive Inclusion Council that provided guidance and oversight for the company's diversity and inclusion efforts. He authored federal policy to gain regulatory approval (FCC, DOJ) for Charter's \$78 billion acquisition of Time Warner Cable. Jerrell created an integrated communications strategy to demonstrate the company's commitment to a diverse and inclusive work environment--resulting in 1.1 billion media impressions in print and online content. He also increased employee readership of company news articles 50% through development of stories, interviews, executive firesides, polls, monthly observances, personal stories, awards & event highlights. Moore initiated comprehensive talent analysis and initiatives that led to company surpassing industry benchmarks for people of color at the executive level (16%), mid-level manager level (31%), and the professional employee level (35%).

Jerrell was once Vice President and Chief Diversity Officer for Burger King, one of the most iconic brands in the world. There, Moore was responsible for Burger King's diversity and community affairs efforts and was instrumental in the creation of initiatives that led to an increase in the brand's minority franchisees. His leadership also created new growth opportunities in multicultural and emerging non-traditional markets which led to an increase in overall sales. He centralized Burger King's corporate social responsibility and foundation efforts into areas that enhanced the brand while maximizing customer and community impact. Jerrell's distinguished career includes roles at MassMutual, Nike, and the Department of Justice.

Jerrell has twice (2013 and 2016) been invited to the White House as a contributor to the **Disability Inclusive Technology Summit hosted by the White House and the Department of Labor** and the **White House Initiative on Educational Excellence for African Americans**. Jerrell was selected by Savoy Magazine as one of the **Top 100 Influential Blacks in Corporate America** and was appointed to a 2-year term of service to the **NCAA Team Works™ Advisory Board**. In 2014, he was honored by the University of South Carolina's Moore School of Business as **2014 Distinguished Young Alumni**. Later, he was honored by South Carolina State University with the **2015 Young Alumnus Award**.

Jerrell currently serves on the boards of Emmaus House and Trees Atlanta and has held board positions with New England Public Radio, the Greater Springfield YMCA Board of Advisors, My Sister's Place, and Big Brothers Big Sisters of Greater Miami. Jerrell and his wife, Tiffany, also an attorney, reside in Smyrna, Georgia, and are the proud parents of twins Abigail and Naomi, and son Jerrell, II

## PROFESSIONAL & ACADEMIC EXPERIENCE

*June 2021 – present*

*Head of Global Inclusion*

**Google**

Responsible for Google's internal community partnerships and helping deepen a sense of inclusion and belonging within the company. This includes working with the approximately 40,000 Googlers who participate in Employee Resource Groups, Leadership Councils, and Allyship programs. In addition, leads EE's diversity culture efforts and provides key insights around employee sentiment related to DEI.

*Mar 2020 – June 2021*

*Vice President & Chief Diversity Officer*

**Assurant**

Leads Diversity and Inclusion for Fortune 500 global provider of risk management products and services. Charged with refining and leading an integrated, global diversity and inclusion strategy to elevate the company's status as a best place to learn and work for employees. Achieves results by leading the company's D&I Advisory Council while continuing to shape its D&I strategy to build on its foundation of diversity, collaboration, and inclusion.

*Jan 2018 – Dec 2019*

*Adjunct Professor of Employment Relations Law*

*Moore School of Business*

**University of South Carolina**

Professor for master's level business and employment law course at one of the highest-ranked schools globally with enrollment of over 5,500 undergraduate and 800 graduate students offering nine undergraduate concentrations, seven master's degrees, and two Ph.D. degree programs in addition to executive education programs and consulting services to the business community.

*Dec 2013 – Dec 2019*

*Founder and Chief Executive Officer*

**Denmark Madison Consulting, LLC**

Consultant for global leadership firm serving as trusted advisor to organizations delivering executive coaching and leadership advisory services, providing insight, advice, and tools needed to fuel dramatic change.

- Create client value through workforce strategy, human capital analytics, talent attraction and employer branding
- Provide executive onboarding, and leadership development programs for women and people of color
- Implement enterprise learning, leadership development, and recruiting strategies at companies and institutions
- Deliver tailored leadership training and executive coaching to partner track high potential talent at global firms

*March 2014 – Jan 2017*

*Vice President & Chief Diversity Officer*

*Human Resources*

**Charter Spectrum (formerly TWC)**

Successfully oversaw the formation and execution of diversity strategy for 90,000 employee company, Charter Communications, a \$42 billion firm providing video, high-speed data, and business enterprise solutions to 25

million customers daily.

- Advised executive team on M&A strategy for FCC approval of Charter/Time Warner Cable merger
- Generated 152 million social media impressions through creation of integrated communications strategy
- Created human resources strategy: talent, compensation, engagement, for newly formed company
- Led Executive Inclusion Council chaired by CEO; sets diversity strategy, goals and objectives
- Established company as employer of choice with perfect ratings on culture and workplace surveys

Dec 2012 – March 2014

*Chief Diversity Officer*  
*Vice President of Community Affairs*  
*Senior Leadership Team (Company Officer)*

**Burger King Corporation**

Developed and executed global community investment and workforce diversity and inclusion efforts for 34,000 employees and 15,000 locations.

- Provided governance to Burger King McLamore<sup>SM</sup> Foundation on \$2.7m annual corporate giving strategy
- Implemented annual global employee volunteerism program and tracking for 34,000 employees
- Integrated social responsibility, sustainability, and supplier diversity with company business strategies
- Developed initiatives for franchising development team that grew minority owned stores 6%
- Formed external council comprised of business and government leaders to advise executives on diversity
- Partnered with Coca-Cola Global CSR to conduct supply chain, diversity, environmental audits

May 2010 – Dec 2012

*Director of Diversity and Inclusion*  
*Human Resources*

**MassMutual**

Director at 5500 employee Fortune<sup>®</sup> 100 financial services company leading enterprise diversity and inclusion vision.

- Successfully grew employee resource group membership to 20% of enterprise population
- Designed and deployed diversity training for leaders with 90% completion 10 months post-launch
- Drove engagement of executive women through creation and launch of Women's Leadership Initiative
- Assisted with compensation analysis for protected class disparities and created strategy for adjustment

May 2006 – July 2009

*Human Resources Manager (2007-2009)*  
*Employee Relations Manager (2007-2009)*  
*US Supply Chain*

*Footwear*  
**Nike, Inc.**

HR Manager supporting 3 business units for \$36 billion Nike, the world's largest maker of athletic apparel. Responsibilities included management of Human Resources, Employee Relations, Performance Management, Learning, Staffing, and Compensation.

- Led HR team of 8 supporting largest global distribution center for all product lines
- Successfully led annual salary and compensation reviews
- Successfully co-led change management and organizational design for \$200 million project

Dec 2004 – May 2006

*Manager of Diversity, EEO, and Affirmative Action (2005-2006)*  
*Management Trainee Labor Relations (2004-2005)*  
 Human Resources  
 Labor Relations  
**CSX**

Jan 2003 – May 2004

*Law Clerk*  
*Criminal*  
*Division*  
**Department of Justice (United States Attorneys Office)**

## EDUCATION

### **Master of Human Resources, *cum laude* 2004**

Moore School of Business  
 University of South Carolina, Columbia, SC

### **Juris Doctor 2004**

School of Law  
 University of South Carolina, Columbia, SC

### **Bachelor of Arts English, *magna cum laude* 1997**

South Carolina State University, Orangeburg, SC

## PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

### **Professional Coaching Certification 2018**

Center for Professional Coaching, Atlanta, GA

### **Kellogg Executive Leadership Institute 2015**

National Association of Diversity Officers in Higher Education (NADOHE)  
 Kellogg School of Management  
 Northwestern University, Evanston, IL

### **Executive Leadership Program 2015**

Tuck School of Business  
 Dartmouth College, Hanover, NH

## SELECTED PUBLICATIONS

Moore, J.M. “Why Time Warner Cable Values Diversity”, *Time Warner Cable Untangled Blog*, March 2016

Moore, J.M. “Invite Diverse Talent to Own Its Destiny”, *Insight Into Diversity*, December 2015

Moore, J.M. “Considerations for Your Next Career Change”, *African American Career World*, Fall 2015

## **HONORS & PROFESSIONAL ACCOMPLISHMENTS**

2015 South Carolina State University Young Alumnus Award  
2014 Top 100 Most Influential Blacks in Corporate America, Savoy Magazine  
2014 University of South Carolina Moore School of Business Distinguished Young Alumni  
2013 Miami Herald Legacy Magazine 40 Under 40 Black Leaders of Today & Tomorrow  
2013 Diversity Executives of Distinction, Diversity Global Magazine  
2013 African-American Food & Hospitality Leaders Multicultural Foodservice & Hospitality Alliance Honoree  
2006 Recognized as the "Employee of the Year" by Nike

## **ACADEMIC ACCOMPLISHMENTS**

2004 Frederick Douglass Mock Trial Regional Competition Runner-Up  
2004 Elected Member SBA Legislative Council  
1999 to 2004 National Football Foundation Post-Graduate Scholarship  
1997 National Football Foundation William V. Campbell Trophy Finalist  
1997 Highest G.P.A. in English Department, South Carolina State University  
1997 National Football Foundation Coach Eddie Robinson Award  
1997 American Urban Radio/United States Marine Corps Leadership Award  
1997 GTE Academic All-American National Team (2nd)  
1997 Burger King Scholarship Recipient  
1997 Elected President, Senior Class, South Carolina State University  
1996 to 1997 President, Fellowship of Christian Athletes, South Carolina State University  
1997 Team Leader, NCAA CHAMPS/Life Skills Program 1997 Participant NCAA Foundation Leadership Conference 1995 to 1997 Coca-Cola All-Academic Team  
1995 to 1997 Arthur Ashe, Jr. Sports Scholar  
1994 to 1997 Presidential Scholar, South Carolina State University 1994  
to 1997 Dean's List, South Carolina State University  
1994 to 1997 Maintained highest G.P.A. on Football Team

## **POPULAR MEDIA**

"Jerrell Moore: Using relationships to find success" NCAA Life After the Game Blog, October 2016  
"Getting Our Hands On: The Deaf and Hard of Hearing Challenge of Moving Up in the Corporate World" TDI World, Volume 45, Issues 3 & 4, 2015  
"Championing Diversity and Inclusion Beyond the Workplace" Talent Management Magazine, August 2014  
"Progressive Employers Lend A Hand: Diversity In Action At Time Warner Cable" Hispanic Career World, Summer/Fall 2014  
"30 African-American Food & Hospitality Leaders Honored" African American Career World, 2013  
"Burger King's Jerrell Moore set to serve up a more diverse and inclusive brand" Miami Herald, April 2013

## **KEYNOTES, INVITED TALKS, INVITED PRESENTATIONS**

Invited Facilitator – "Men Innovating Atlanta" National Black MBA Chapter's Annual Men's Summit, Morehouse College, November 2019.

Invited Speaker – “Data Crushes Anecdotes: Take Inclusion from Anecdotal to Evidential with Artificial Intelligence” Black Wall Street Homecoming Annual Conference, Durham, North Carolina, September 2018

Invited Speaker - “The Business of Diversity and Inclusion” Inclusion to Innovation Summit, Medical University of South Carolina, Charleston, South Carolina, November 2017

Invited Panelist – “Putting biases aside in business” Lake Norman Chamber of Commerce, Central Piedmont Community College, Huntersville, North Carolina, November 2016

Invited Panelist - “Chief Diversity Officer Forum” 16th Annual National Diversity Summit, Time Warner Center, New York, New York, April 2016

Invited Panelist – “Diversity Practitioners Panel” NAMIC 28th Annual Conference Held As Part Of The Cable Industry's Diversity Week, New York, New York, October 2014

Invited Speaker - Executive Speaker Series, School of Business, South Carolina State University, Fall 2014

Invited Panelist – “Diversity Executives” Alpha Kappa Alpha Sorority Inc. 66th Boule, Charlotte, North Carolina, July 2014

Invited Speaker - “The Business Case for Diversity and Inclusion” Corporate Responsibility Summit, Florida International University, August 2013

Invited Keynote – “I Can Do More” National Academy Foundation's Annual Professional Development Conference, Orlando, Florida, July 2013

Invited Panel Facilitator - “Making the Leap from Corporate America to Entrepreneurship” 2013 National Urban League Conference, Philadelphia, Pennsylvania, July 2013

Invited Panelist – “Successfully Securing Financing and Managing a Profitable Franchise” ICABA Business Forum, Florida International University, Miami, Florida, May 2013

Invited Speaker - “The Business Case for Diversity and Inclusion” 25th Annual Student Industry Conference, Academy of Travel and Tourism, Miami, Florida, March 2013

Invited Speaker - “Workshop: Cutting Edge Recruiting: Get Out Front or Get Left Behind 2013” Greater Miami Society of Human Resources Professionals, Miami, Florida, Spring 2013

Invited Panelist - “Employee Resource Groups” 8th Annual World Diversity Leadership Summit, Edward Jones Financial, St. Louis, Missouri, October 2012

## **TEACHING**

Fall 2018 – present

Adjunct Professor, University of South Carolina

Employment Relations Law (MGMT721) – (Enrollment: 40 students)

## **COMMUNITY & PHILANTHROPIC SERVICE**

2020 Trees Atlanta – Board of Directors  
2020 Emmaus House – Board of Directors  
2020 Leadership Georgia  
2019 United Way VIP Class  
2016 White House Disability Inclusive Technology Summit  
2013 Department of Labor and White House Initiative on Educational Excellence for African Americans  
2013 Big Brothers Big Sisters of Greater Miami – Executive Board of Directors  
2012 My Sister's Place – Board of Directors  
2012 New England Public Radio – Board of Directors 2012  
Greater Springfield YMCA – Board of Advisors

## **ASSOCIATION MEMBERSHIPS**

Phi Beta Sigma Fraternity Inc.

## **PERSONAL INFORMATION**

US Citizen  
Married, 3 children, 2 dogs  
Interests: Travel, Fishing, Football, and Mentoring underrepresented students.