

BRITTNEY VAN MATRE

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Future of Work // Organizational Change // Workplace Strategy // Culture // Human Experience // Executive Development

Workplace and human behavior are my expertise. Curiosity, innovation, and strategic mindset are my superpowers. I am passionate about the future of the workplace and its implications for society, psyche, and nature.

EXPERIENCE

REWILD WORK STRATEGIES

Portland, Oregon // Founder and CEO, 2021 - 2024

I currently lead a boutique consulting practice supporting Fortune 100 companies in upskilling their teams and creating the future of work. Specific focus on technology and engineer teams. Notable projects as follows:

- Grew the business to over \$1.2M in revenue while managing a decentralized sub-contractor team of 20+.
- Scaled an internal coaching program combined with a high impact, experiential executive development and culture program for **Walmart** Store No. 8 innovation team.
- Created and delivered experiential, inclusion and equity focused leadership development programs, change management, people processes, organizational development, and hybrid work modalities for **Toyota**.
- Executed workplace strategy, internal communications, and inclusive employee experience design for **Waymo (Google X)**.
- Developed and led learning design and facilitation for emotional-intelligence and well-being focused training for senior leaders within **Nike** Innovation.

NIKE

Beaverton, Oregon // Director of Workplace Strategy and Employee Experience, 2019 - 2021

- Authored the Nike Workplace Experience Strategy covering 100+ global locations, 31M+ square feet of workspace, and 28k+ employees.
- Delivered research-backed, thought leadership on the Future of Workplace to create 1-5 year planning decisions and hybrid work policies for the CFO, COO, CTO, and CHRO. Was featured by [LinkedIn](#) and [CNBC](#).
- Leveraged people and workplace analytics, design, and research to deliver integrated employee-experiences; drove stakeholder engagement, consensus, and buy-in across senior cross-functional teams (HR, Tech, Finance, Operations).
- Acted as Chief of Staff to the VP of Global Places and Services coordinating 7-figure appropriation requests, strategic business reviews, quarterly and monthly planning, offsites, and OKRs.

Beaverton, Oregon // Manager of Consumer Experience, 2017 - 2019

- Led strategy and execution of omni-channel consumer experiences and concepts in collaboration with strategic wholesale partners.
- Designed and executed extensive consumer research, focus groups, and journey mapping to garner c-suite buy-in and funding, accelerating launches from ideation to inception within just 6 months.

Amsterdam, Netherlands // Manager of Marketplace Transformation, 2015 - 2017

- Executed operational processes designed to deliver the EMEA marketplace transformation strategy. Opened ~400 partner doors in 15 countries, fueling consumer experience and wholesale business growth. Led a team of 7.

Amsterdam, Netherlands // Jordan Brand Strategic Planning Manager, 2013 - 2015

- Responsible for developing short and long-term strategic plans in line with the Nike Inc. financial model. Drove target-setting, budgeting, forecasting, commercial pricing analysis, product launch coordination, and franchise management for a \$2B net worth category.

Beaverton, Oregon // Apparel and Footwear Materials Sourcing Manager, 2011 - 2013

Beaverton, Oregon // Internal Audit Lead, 2010 - 2011

KPMG

Portland, Oregon // Management Consultant, 2006 - 2010

EDUCATION

Certified Coach and Facilitator

Master of Science in Clinical Psychology, Licensed Professional Counselor (LPC) designation to be obtained 2026
Bachelor of Arts in Business Administration, Majors in Accounting and Information Systems