

BRITTNEY VAN MATRE

Leadership, Culture, Integrative Health, & Career Development Specialist

Brittney.vanmatre@gmail.com // 503.530.6995 // Portland, OR // [LinkedIn](#) // [Business Website](#) // [Personal Website](#)

Professional Summary

Innovative employee experience, culture, and workplace strategist with extensive experience in leadership coaching and career development. 15+ years of experience in strategy, innovation, and leadership development with a passion for creating a future of work that benefits people and planet. Skilled in blending counseling psychology, mindfulness, and cutting-edge approaches to support individuals and organizations in achieving personal, professional, and career transformation. Proven track record of consulting with Fortune 500 companies and high-growth startups, building scalable initiatives, and fostering well-being, productivity, and purpose in the workplace.

Core Competencies

- Integrative Psychotherapist in training
- Career Development & Transition Coaching
- Trauma-informed Coaching
- Leadership Development Strategies
- Mindfulness & Well-Being Practices
- Future of Work, Hybrid Work & Workplace Innovation
- Corporate Consulting, Employee Experience, and Change Management
- Entrepreneurial Program Development

PROFESSIONAL EXPERIENCE

REWILD WORK STRATEGIES

Founder, CEO, and Independent Consultant // Portland, Oregon, 2021 - present

Provide career and leadership coaching to Fortune 500 companies and high-growth startups, focusing on learning, leadership development, and career change. Notable clients and projects:

- **WALMART:** Designed, managed, and scaled a high-impact professional development program for Walmart's Store No. 8 innovation team that resulted in the highest ever recorded engagement metrics in the history of the innovation division. Developed onboarding, recruitment, retention, and performance management processes. Conducted 1:1 leadership and career development coaching for executive leaders and people managers.
- **NIKE:** Developed and facilitated emotional intelligence and well-being training for senior leaders within Nike Apparel Innovation.
- **HP:** Designed and scaled an emotional intelligence-focused leadership development program for 500+ global marketing leaders.
- **ABROAD.IO:** Delivering career and leadership development coaching for individuals, groups, and teams, with a focus on executive education, career transition, and leadership growth.
- **TOYOTA:** Led change management, organizational development, and hybrid work implementation for Toyota Financial Services (4,000+ employees). Created Toyota's first Change Champions Network.
- **GOOGLE (WAYMO):** Executed workplace strategy, real estate strategy, and employee experience design for Waymo, reporting to the VP of Workplace Strategy & Real Estate.

FORBES COACHES COUNCIL

Writer & Thought Leader // Portland, Oregon, 2025 - present

- Creating thought leadership articles and short and long form content pieces for the Forbes Coaches Council, an invitation-only membership community for senior-level executives in the coaching industry.

NIKE

Director of Employee Experience // Beaverton, Oregon, 2019 - 2021

- Authored Nike's Workplace Experience Strategy, impacting over 28,000+ employees across North and South America.
- Delivered research-backed thought leadership on the Future of Work, influencing hybrid work policies and employee experiences. Thought leadership has been featured by LinkedIn and CNBC.
- Leveraged people and workplace analytics to drive stakeholder engagement and consensus across senior cross-functional teams (HR, Tech, Finance, Operations). Drove new ways of working in line with HR and Nike Executive Leadership.
- Acted as Chief of Staff to the VP of Global Places and Services, coordinating 7-figure appropriation requests, strategic business reviews, facilitation of leadership offsites, and OKR development.

Manager of Consumer Experience Design // Beaverton, Oregon, 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.
- Conducted front line employee training to improve customer service by 25%.

Manager of Marketplace Transformation // Amsterdam Netherlands, 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 decentralized team of 7 associates.

Strategic Planning Manager // Amsterdam Netherlands, 2013 - 2015

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

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

KPMG

Risk Advisory Services Senior Associate // Portland, Oregon, 2006 - 2010

EDUCATION

Master of Science in Counseling Psychology (Expected: 2026), extensive coursework and study in Career Development & Leadership
 Bachelor of Arts in Business Administration, Majors in Accounting and Information Systems

CERTIFICATIONS

Certified Coach
 Certified Meditation Teacher and Mindfulness Based Stress Reduction (MBSR) Qualified Teacher
 Gallup Wellbeing at Work / StrengthsFinder
 Holland Career Theory RIASEC Assessment
 Integrated Life Theory
 Archetypes at Work™ Guild Member
 Search Inside Yourself Leadership Institute (developed at Google)
 Graduate Certificates in Ecopsychology & Applied Archetypal Astrology (Pacifica Graduate Institute)
 MBTI - Jungian Typology Assessments for Career
 PROSCI

SKILLS

Integrative Therapy & Career Coaching
 Leadership & Team Development
 Career Transition & Alignment
 Mindfulness & Meditation Instruction
 Strategy & Implementation
 Program Development & Scaling
 Public Speaking & Workshop Facilitation