

# Meet *Lily Cochrane*, Vice President of People Strategies

Lily Cochrane recently joined the Blum team in December 2023. Read more to learn about what she does and what we can expect from her in the coming months.

## What is the background on the role?

We hired our first Director of People and Talent Strategies in 2017. That role was created to devote full-time resources to attract the best talent, develop talent, and create an engaged environment where everyone's full talents were utilized.

Through time we have experienced some pauses in certain efforts due to things like COVID-19 and life circumstances that created turnover. All of this did not allow us to fully implement the entire vision we have for the department.

Nonetheless, the department has produced many great programs, blueprints, and many good ideas. We have developed programs such as the Leadership Academy and High Performing Teams. We created robust internship experiences and onboarding processes. Blum University Conferences were born. The Blum Blue Manual and learning track were created as initial steps in ongoing teaching and training. All of these programs and more are at various stages of being operationalized and need full-time leadership to ensure they can be all we want them to. Not just great ideas, but great execution that produces great results.

In addition to restarting prior initiatives and ramping up existing ones, we also have to be innovative and adaptive. Cultivating fresh perspectives can create new ideas.

It is because of all of this that nearly a year ago we started the search for an individual to be a leader of this area of our business - someone to fully implement current offerings, launch forming initiatives, and cultivate fresh ideas. We outlined a potential organizational chart and vision for this department on a company call in January of 2023. Since that time, the search process has taken longer than desired. The additional time has allowed us to amend our job description and hone-in on the right candidate to lead what we now refer to as our People Strategies Department. That process led us to Lily Cochrane.

## What is the role description and what does the People Strategies Department do?

The mission of the role/department remains the same. In simple terms, Lily, and the department that she will work to build out, will provide leadership and resources to attract the best talent, develop talent, and create an engaged environment where everyone's full talents are utilized.

## What specifically will Lily be focusing on in the coming weeks?

She will be spending the next 30 days meeting with 30 people in our organization to learn about roles/responsibilities, ask questions, and primarily listen. In addition, she will be leaning in to launching our Leadership Academy - Class 5 as well as reinvigorating High Performing Teams.

## You mention a People Strategies Department, but who is in that Department?

Currently the department consists of only Lily. Carol Anne Sowell has been working diligently in an interim basis handling recruiting. She is working to fill up the last few spots in our internship class for the summer of 2024. We currently have a class of 13 interns around the State of North Carolina. Carol Anne has also handled interaction with various recruiters and lateral hires. In the coming weeks we will be posting for a Coordinator position to support recruiting and other aspects of People Strategies. There are other roles in the department related to teaching and training that will be evaluated as well.

In the longer term, we will work to fold our Human Resources teammates into the People Strategies Department. While that timeline has not yet been determined, we do believe this move to be strategically important so that we have a cohesive offering for our People Strategies long into the future.

## How do I reach out to Lily?

Lily can be reached via email or phone during business hours, and her office is located on the Administration corner of headquarters in Winston-Salem. [lily.cochrane@flblum.com](mailto:lily.cochrane@flblum.com) | (336) 602-3520

