

AN NC CHAMBER EVENT

WORKPLACE **DEi** CONFERENCE

JUNE 9, 2022
DURHAM, NC

Emma Hayes
Chief Culture Officer
NC State Employees Credit Union

Emma Hayes currently serves as the Chief Culture Officer for NC State Employees Credit Union where she partners with executives to enrich employee engagement, enhance inclusion, and elevate leadership development.



Prior to her current role, she served as the Director of Learning and Development for Local Government Federal Credit Union (LGFCU). In that role she launched The Institute of Leadership, a program designed to foster a cohesive leadership language and advance leadership at all levels of the organization. Additionally, she initiated a program to help LGFCU implement DEi goals, objectives, policies, and procedures. The program included an examination of current talent recruiting, hiring, pipeline and retention practices, formation of oversight committees and staff training and development.

Emma has 25 plus years of experience partnering with individuals and organizations seeking to advance their staff both personally and professionally. Her focus on relationship-building and service is what sets her apart in her approach to designing effective strategies tailored to meet the brand, mission, vision and goals for each unique engagement.

Emma's experience includes her role as the Chief Diversity Officer (CDO) for the African American Credit Union Coalition (AACUC). She accepted this role after attaining her credentials as a Certified Diversity Professional providing guidance and support to business partners and affiliate organizations. She is responsible for leading the design, development and implementation of diversity, equity, and inclusion (DEI) strategy and programs. As the CDO, she leads a team of diversity professionals focused on shaping organizational culture competence, promoting more diverse practices and encouraging inclusive policies. Emma designs programs that enhances DEI capability, skills, communication, and organizational culture.

Emma is a two-time graduate of North Carolina State University receiving an undergraduate degree from the Poole College of Management with a concentration in Finance, minors in English and African American Studies, then returning to receive a Masters of Education in Training and Development.