

## TRACY SHROYER – BIO AND BACKGROUND

### Short Bio (3<sup>rd</sup> person, 56 words, 396 characters with spaces)

Behind the pink slips, human stories. Dr. Tracy Shroyer empowers individuals and organizations navigating layoffs and career transitions with empathy, actionable tools, and unwavering support. From resume revamps to LinkedIn mastery, she helps turn uncertainty into opportunity. Join her blog, podcast, and free community, "Let's Talk About Layoffs," for resources, real talk, and a path forward.

### Long Bio (1<sup>st</sup> person, 272 words, 1,797 characters with spaces)

Beyond theory, real-world resilience. With 27 years navigating the corporate jungle gym, I've not just studied change, I've lived it. From feeling the sting as an employee to guiding teams as a leader, I understand the human cost of change. My practical strategies, honed through lived experience, empower individuals and organizations to turn fear into opportunity.

I bring a unique blend of expertise to the table:

- **Been-there, done-that experience:** I've walked the path of layoffs and reinvention myself, both as a scholar, a leader, and an employee. I know the fear, the uncertainty, the desperate need for a roadmap.
- **Holistic approach:** I don't just offer platitudes. I equip individuals and organizations with actionable strategies for career reinvention, resume revamps, LinkedIn mastery, and even navigating the complexities of organizational change.
- **Engaging communicator:** My talks are a blend of real talk, practical advice, and a dash of humor (because let's face it, sometimes you just have to laugh!).

But here's the real clincher: I don't just talk about resilience, I build it. My interactive sessions leave audiences feeling empowered, equipped, and ready to tackle whatever comes next. They walk away with not just hope, but a concrete plan for navigating the storm and building a brighter future.

Beyond the individual, I empower organizations. With my background in organization and management, I help companies navigate organizational change while supporting their employees, minimizing disruption, and fostering a culture of resilience.

My passion? Building communities of strong, empowered individuals and informed organizations who can weather any storm. Join me on my mission to rewrite the narrative around layoffs and turn them into launchpads for growth and transformation.

## FAST FACTS:

- **Former Fortune 500 Professional:** Navigated diverse roles (customer service, risk, operations, product, training, technology) for 27 years, giving me deep insights into organizational dynamics.
- **Academic Bridge:** Share my knowledge as an Adjunct Professor in business and I/O psychology for 8+ years, understanding the human side of change.
- **Time Management Master:** Juggled demanding careers, family, and personal passions (like conquering camping with my husband, Tony!), proving efficiency doesn't have to sacrifice joy.
- **Resilience Rockstar:** Overcame the challenges of both a layoff and breast cancer, emerging stronger and more passionate about empowering others through life's unexpected journeys.
- **Fueled by Focus:** Coke Zero keeps me sharp, but my real motivation comes from helping individuals and organizations thrive in uncertain times.

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