

Emily Scanlan

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Culture & Employee Engagement Strategist | Organisational Development & Communications Expert

Professional Summary

Passionate culture and employee engagement strategist with a track record of driving organisational change, impactful communication strategies, and meaningful workplace transformation. Experienced in defining and aligning target cultures, conducting in-depth culture audits, and crafting authentic employee communication strategies that connect employees to business goals in a human and compelling way. Adept at partnering with senior leadership to develop values, behaviours, and corporate narratives that bring organisational strategy to life. Strong background in employee experience, leadership development, and internal communications within global organisations.

Professional Experience

WP Engine (Jan 2024 – Nov 2024)

Culture & Development Lead

- Developed and executed large-scale employee engagement and culture programs, ensuring strong alignment with company mission and values.
- Collaborated with senior leadership to design and implement cultural initiatives that strengthened workplace identity and employee belonging.
- Conducted stakeholder engagement and leadership coaching, helping executives better understand and drive cultural change.
- Created internal communications and storytelling initiatives, improving transparency and connection across global teams.
- Led post-program evaluations, using employee feedback and data analytics to refine future strategies and enhance impact.

HubSpot (Jan 2019 – Jan 2024)

Culture & Workforce Development Manager

- Led workplace culture transformation projects, ensuring employees remained actively engaged and connected to company strategy.
- Designed values-driven employee experiences, reinforcing behaviours that aligned with business goals and leadership vision.
- Managed cross-functional partnerships with executives, HR, and external stakeholders to deliver high-impact cultural initiatives.

- Developed and executed internal communications campaigns, enhancing storytelling and humanising corporate messaging.
- Designed and facilitated leadership workshops and employee engagement programs, creating a more connected and motivated workforce.

BeLonG To Youth Services (Nov 2013 – Dec 2015)

Corporate Engagement & Events Manager

- Developed and managed corporate partnerships and community-driven cultural initiatives, strengthening organisational impact and visibility.
- Conducted values-based engagement programs, ensuring alignment between employees, leadership, and company mission.
- Led internal and external communication efforts, crafting narratives that effectively connected employees to strategic objectives.

Additional Experience

Consultant & Advisor in Culture & Communications (Nov 2024 – Present)

- Supporting non-profits and organisations in developing strategic engagement initiatives and impactful communication plans.
- Leading one-off events, including International Women's Day programs, to create spaces for dialogue, leadership, and connection.
- Providing short-term project-based expertise in culture strategy, leadership alignment, and organisational storytelling.
- Conducting culture audits and leadership workshops to strengthen organisational identity and employee connection.

Key Skills & Expertise

- ✓ Organisational Culture Transformation – Helping businesses define, align, and implement workplace culture strategies.
- ✓ Leadership & Senior Team Alignment – Coaching executives on culture strategy, values, and employee engagement.
- ✓ Culture Audits & Benchmarking – Conducting deep-dive assessments to identify cultural strengths and gaps.
- ✓ Values & Behaviour Development – Creating frameworks that reinforce business goals and shape company identity.
- ✓ Internal Communications & Storytelling – Crafting authentic, human-focused messaging that connects employees to strategy.
- ✓ Employee Engagement Strategy – Designing programs that drive participation, collaboration, and alignment with company vision.
- ✓ Workshop & Leadership Facilitation – Delivering engaging sessions that inspire action and foster leadership growth.