
Alexandra is...Brilliant. Authentic. Inspiring.

After a stint in corporate training, Alexandra Rozema realized her passion for helping others reach their full potential as leaders. In fact, many people she has coached and worked with over the years encouraged her to focus her efforts to train and develop others for a living, telling her simply, “you were born to do this”. That move has paid off as she now works with organizations on a variety of leadership development, training and coaching programs.

Her industry background is diverse. Alexandra has served in Human Resources and Training positions of progressive responsibility at a number of Fortune 1000 organizations, including Abbot Laboratories, Ford Motor Company, Philips Electronics and Domino’s Pizza. Starting her career as Human Resources Generalist, Alexandra has held positions of

leadership in the areas of Training, Organizational Development, Recruitment and Talent Management. Her expertise includes: Recruitment and Selection Techniques, Succession Planning, Career Development, Leadership Training and Coaching, Early Career Employee Development, High Potential Employee Development, Leadership Assessments and Performance Management.

Some select work Alexandra has done with organizations includes development and implementation of selection process and training programs resulting in higher quality hiring and significant reductions in turnover, particularly in the first year of service. The turnover savings to the company have been estimated at over four million dollars, while increasing diversity recruitment by over 275%.

In addition, Alexandra launched an innovative rotational leadership development program for early career team members, using blended learning, mentoring and targeted experiences to develop the next generation of leaders. This program was recognized by Princeton Review as one of the best entry level jobs within two years of being established and has now grown by over 300%.

Alexandra holds a Master’s degree in Human Resources and Industrial Relations (MA-HRIR) from the Carlson School of Management at the University of Minnesota, building upon undergraduate studies in Business Management and Psychology. She is a certified Human Resource Professional through the Society of Human Resource Management and holds certifications in the PDI Profiler, Denison Cultural Assessment, DDI Targeted Selection Interviewing, Everything DiSC Workplace Tools and Executive Coaching. She lives in Northville with her husband Tom and their two sons.



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