



Alison Campbell

Vice President, Strategic Planning and Head of Business Analytics

Vision

The intersection of recognition and data is a powerful combination. While organizations continue to think through the design of hybrid workplaces, understanding how and where work gets done is an incredible advantage.

Workhuman delivers a solution that meets the basic need for human connection and the feeling of being seen and appreciated, which then in turn powers predictable insights to inform strategy. In an increasingly hyper-competitive world, this is the next frontier for any growth-minded company and is a win-win for all who participate in these human-centered workplaces.

Expertise

- Business intelligence and strategy
- Identifying and executing on growth opportunities
- Outcome-driven senior executive operations
- E-commerce and product leadership

Biography

Alison is Workhuman's Vice President of Strategic Planning and Head of Business Analytics, a unique, dual role situated at the intersection of strategic planning, business intelligence, and short- and long-term decision-making. Alison is a driving force of organizational effectiveness at Workhuman, where she is responsible for the architecture of annual and quarterly planning and reporting processes, connecting strategic themes across the organization to build plans for growth, as well as ensuring executive management rhythms blend with these processes.

LinkedIn Profile

[Alison Campbell](#)

Speaking topics

- Workhuman executive management
- Workhuman operations and strategy
- The role of analytics in shaping a human workplace
- Women in leadership

Alison Campbell

On the analytics side, Alison leads internal reporting, drawing on deep insights to uncover new opportunities for innovation across the business, and in partnership with the leadership team, to deliver against our mission to make work more human globally.

Prior to Workhuman, Alison held e-commerce leadership roles at Wayfair, merchandising and product development roles at HSN, and a Financial Analyst role at Morgan Stanley. She received a B.S. in Finance from Bentley University, with a minor in Law. Alison lives in Massachusetts with her husband and two children.



The intersection of recognition and data is powerful combination. While organizations continue to think through the design of hybrid workplaces, understanding how and where work gets done is an incredible advantage.