

# Zoe Moore

STRATEGIC DISRUPTOR



## INSIGHT TO IMPLEMENTATION

Social Equity Response | Inclusive Language | Event DEI Strategist | Supplier Diversity

### PROFESSIONAL ETHICS

U.S. Army Veteran with interdisciplinary skills, certifications and degrees across the Cybersecurity, Medical, Logistics Management, Marketing and Hospitality industries.

### SKILLS AND ABILITIES

- Effective Communication
- Conflict Resolution
- Strategic Planning
- Data Analysis
- Escalation Training
- Research & Development

### ACADEMIC PROFILE

**Cal State East Bay, Hayward, CA**

*MS in Hospitality, Recreation & Tourism  
Aug 2014 - June 2016*

#### Coursework

- Critical Analysis of Leisure Studies
- Sustainable Tourism
- Adv Social Justice & Prof. Ethics
- Strategies in Staff Supervision

**Golden Gate University, SF, CA**

*BA in Management | Concentration Marketing  
December 2023*

#### Course Work

- Consumer Behavior
- International Marketing
- Applied Psychology
- Diversity & Inclusion in Organizations

### CERTIFICATIONS

United States Army  
Equal Opportunity Representative

National Diversity Council  
Certified Diversity Practitioner, CDP

Diamond Inclusiveness Assessment  
Facilitator

Point Made Learning

### SERVICES AT A GLANCE



#### CONSULTANT

- Assessments
- Strategic Sessions
- 1:1 Coaching
- DEI Strategies



#### TRAINER

- Educational Training
- Interactive Sessions
- Strategic Workshops
- Facilitated Dialogue



#### SPEAKER

- Keynote
- Panelist
- Breakout Sessions
- Moderator



#### EVENT COORDINATOR

- Production Management
- Content Development
- Diverse Procurement
- Coordination Support

### CLIENT HIGHLIGHT



Under the parent company Moore Consulting Agency, Zoe Moore does business as Grow with Zomo, a boutique consulting practice evolving how Equity, Diversity & Inclusion are strategically operationalized across the hospitality, events and tourism business ecosystem. Leveraging 12 years of leadership training, her interest to become a Certified Diversity Practitioner began with training as an Equal Opportunity Representative in the U.S. Army. Honorably discharged in 2014 she pursued a graduate degree in Hospitality, Recreation & Tourism. While a student Zoe became a member of the Northern California Chapter of Meeting Professionals International followed by serving two consecutive years as the MPI Global DEI Co-Chair. In July 2021 business blossomed followed by many opportunities to speak and provide consultancy services.

### LET'S GROW TOGETHER!

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## CONSULTANT



From *INSIGHT* to *IMPLEMENTATION*, consulting projects begin with an initial assessment to examine the Capacity, Culture, Climate, Characteristics and Commitment (5C Assessment) within an organizations processes, policies and power structure. Armed with information and solution driven recommendations combined with recurring educational training, workshops and facilitated dialogue, clients are equipped to develop a strategic action plan. This useful plan guides leaders on their journey towards systemic change in taking accountability, hiring, workforce engagement, marketing, partnerships, procurement, workforce engagement and experience design.

## TRAINER



Centering education as a tool to build bridges, *GROW* with *ZOMO* curates sessions that address the value for emotional intelligence, critical thinking and data informed strategic analysis. By remixing topics with insight from history, economics, legislation and human behavior, Zoe Moore acknowledges the good intent of material that emerged in the early phases of DEI as an industry but seeks to disrupt the status quo with discourse that leads to measurable and sustainable systemic changes.

## SPEAKER



Leveraging a love for spoken word, theater and storytelling, Zoe Moore engages audiences with relevant topics that empowers them to evaluate their existing behavior, attitudes and actions. Understanding that attention spans are short, presentation formats are dated and DEI can be controversial, Zoe delivers content with diplomatic empathy to spark curiosity and interest rather than guilt or resentment.

## EVENT COORDINATOR



Zoe entered the U.S. Army during the Be All You Can Be campaign and took the call to action literally. She pursued training in multiple specialities - from combat photographer to surgical technician to information technology specialist. The common thread through these disciplines was the ability to organize logistics and serve people. So, as a civilian, providing event coordination came naturally. Instead of taking an expected path she focused on providing event services to under estimated entrepreneurs, businesses and influencers with a social mission.

## RESOURCE & STRATEGIC PARTNERS



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