Access to Experts

Rich Greenwood , HR Business Partner , YP

Rich Greenwood is currently an HR Business Partner at YP, based in Atlanta Georgia. In this role he provides HR support to the Operations function while helping to build the HR infrastructure for this new company. YP is a privately held company founded in 2012 and is North America's largest local search, media and advertising company. Its mission is helping local businesses and communities grow. The company's flagship consumer brands include the YP.com? site, a top 40 U.S. Web domain, the highly rated YP? app and the YP Real Yellow Pages? directory, the largest Yellow Pages directory in the world by revenue. Prior to coming to YP, Rich was the Director of Strategic Workforce Planning at CSX in Jacksonville, FL. Under his leadership, he developed a strategic workforce planning function to help the transportation company transition its workforce in the face of high retirements, a changing business model, and the advancement of technology. Rich is a Six Sigma Black Belt, earned while at The Home Depot and holds an undergraduate degree in Communications from Virginia Commonwealth University and an MBA from the University of Georgia.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.

www.conference-board.org

THE CONFERENCE BOARD
Trusted Insights for Business Worldwide