

**WYNFORD GROUP ASSOCIATE:**  
**BARB KRELL, MBA, CHRP**  
**SENIOR CONSULTANT**

Barb is an HR professional who brings a systems-thinking approach to the practice of organizational design and development. Her work focuses on linking people, process and technology to facilitate both formal and informal learning, enhancing knowledge flow and developing organizational capability. With over 25 years experience working in Alberta in the profession, her work has involved a mix of leadership for HR management within public sector organizations as well as HR consulting to both private and public sector clients.

Highlights of her career have included leading the development and implementation of human resources infrastructure and full scope of HR practice for Bow Valley College in its transformation from being publicly administered to becoming an independent employer as a board governed college.

She has consulted to various small to mid-size clients in addressing the lag between the development of their HR policies and practices and their organizational growth by:

- conducting HR practice audits to assess gaps and revise existing policies and practices to create an integrated HR program,
- providing consultation and advice to executive leadership on organizational design issues to align structure, job design and staffing with strategic goals, and
- developing processes, learning guides, and specific tools to facilitate knowledge transfer in human resource management functions.

Barb's focus on integrated organizational development strategies includes working with how to leverage web based tools for learning at work. She has been a leader in developing, designing and facilitating e-learning coursework for the University of Calgary, Continuing Education within the Human Resource Management programs, offering in-service workshop and mentoring instructors in making the transition from the classroom to the online environment. Barb was a co-founder of the Calgary e-learning network, a community of practice for professionals engaged in e-learning initiatives within their organizations. Barb has published several articles in the Network magazine, the Human Resources Institute of Alberta's professional publication. Working collaboratively across disciplines, she has presented at HR, Project Management, Quality and Knowledge Management professional association conferences in Canada and internationally.

Barb's formal education includes a Bachelors Degree in Sociology, an MBA with a specialty in HR and a Graduate Diploma in Knowledge Management.



***Aligning Human Capital with Business Strategy***

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