



Joyce Aiko McCulloch **Principal Consultant**

Joyce Aiko McCulloch is one of the country's leading experts on strategy, leadership, and corporate culture transformation. She uses her deep Diversity, Equity, and Inclusion (DEI) and comprehensive human resources (HR) expertise to develop intentionally inclusive leaders and create highly engaged workforces. Joyce's journey to DEI began long before the practice area was widely recognized. Early in her career as an HR professional with Hilton Hotels, DEI was simply a part of daily life. Outreach to diverse populations resulted in recruiting top talent. Inclusive practices brought out the best from teams to delight guests and inspired them to return.

Joyce gained broad industry experience throughout her career in various business areas, including wireless communications, management consulting, real estate, and energy. She mastered her leadership and change expertise while working in Big Four and Fortune 500 companies such as Deloitte, Catellus/Prologis, and Pacific Gas & Electric Company (PG&E). Because of her ability to coach with straight talk and compassion, she has been sought to advise emerging leaders to CEOs.

In her most recent position at PG&E, Joyce led the development of the first company's first DEI strategy. She wove DEI best practices into attracting talent, process improvement, leadership development, and workforce development. Applying inclusive practices, her #ItStartsWithWhy campaign collected and shared over 275 personal stories from team members on why inclusion and diversity are important. After growing the DEI impact, Joyce's influence expanded to lead Performance Management, Succession Management, and Executive Development.

Advancing DEI in corporations also requires healthy communities. Joyce served on the Executive Committee of the Center for Workplace Compliance, influencing federal policy for impactful equal opportunity regulation. She advised on leadership and community outreach while on the board of the Contra Costa Crisis Center. As chair of the PG&E Employee Community Fund, her favorite day of each year was the day to sign checks providing scholarships totaling over \$350,000 to over 175 students annually, amounting to over 3 million dollars during her leadership.

Joyce is a trendsetter for incorporating different perspectives. Even during her university studies, seeking a practical application in the business world for her major in Psychology, she added a second major in Economics while attending UC Santa Cruz to examine human behavior via two diverse fields of study. Joyce's passion for exploring diversity carries on outside of work. She delights in traveling the world. Her current focus is more travel in Japan, where she loves "train cruising" and soaking in natural hot springs.