



# Justin Allen

“Great leaders are opportunity creators. Create opportunity, guide people to it, and hold them accountable to take advantage of it”

## Background

Justin is a Principle with The RBL Group and the Head of Operations for RBL's Leadership Practice. He is dedicated to advancing the fields of Leadership and Strategic HR by connecting leaders with practical tools, leading edge theory, and opportunities to learn from each other.

Justin specializes in working with senior leaders to clarify the business strategy, and then design systems and processes that ensure leaders consistently deliver results to fulfill promises the organization has made to investors, customers, and all stakeholders. In doing this work, Justin has collaborated with leaders from the top companies in the world, including: P&G, Goldman Sachs, Mobily, Mars, Unilever, Abu Dhabi Investment Authority, Nokia, CIBC, IBM, Royal Bank of Scotland, IKEA, BNP Paribas, Gap, and several others.

Prior to leading RBL's Operations in the Leadership Practice, Justin was the Managing Director of the RBL Institute where he built a lasting network of senior HR leaders, co-authored the highly praised book, *HR Transformation*, and oversaw significant growth that led to the RBL

Institute being named “the #1 global think tank for strategic HR.”

Justin came to RBL from GE where he was consistently rated ‘top talent’. In his tenure at GE, Justin worked as an HR Manager in a diverse business unit where he oversaw performance management, leadership development, staffing, communications, and union relations. Justin also held a variety of other positions at GE, including a training and development role at GE Crotonville and an operations manager role in Ciudad Juarez, Mexico.

Justin began his career as an international researcher in labor statistics and holds a master's degree in business management and organizational behavior. Justin has enjoyed living around the world (Europe, Middle East, and North and South America) and loves going on adventures with his wife Emily and their children.

## Books:

- *HR Transformation: Building Human Resources from the Outside In*, with Ulrich, Brockbank, Younger and Nyman. McGraw Hill 2009

## Articles:

- “Culture from the Outside In” *Strategic HR Review*
- “Creating Confidence in Crisis” *Tata Management Review*
- “Linking HR to Customers” *RBL Institute Quarterly*
- “Transforming HR” *Tata Management Review*
- “Innovations in Staffing” *RBL Institute Quarterly*

## Contact:

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