



# Bernadette Jones

CEO & Co-Founder,  
Visionova HR Consulting  
Culture-First HR Strategist &  
Executive Coach

Bernadette Jones is a SHRM-SCP certified leader and executive coach with 20+ years of experience helping small businesses, nonprofits, and mission-driven organizations solve people problems at the intersection of culture, compliance, communication, and leadership.

Bernadette has the ability to translate high-stakes workplace issues into practical, respectful action.

## AREAS OF EXPERTISE

- ✓ Small Business & Nonprofit HR
- ✓ Culture, Compliance & Leadership
- ✓ Conflict & Polarized Workplaces
- ✓ California Employment Risk
- ✓ Manager Mistakes & Culture Drift
- ✓ Practical, Respectful Action

 **20+**  
years experience

 **SHRM**  
SCP certified leader

 **200+**  
organizations served

 **CA**  
employment expert

 [bernadette@visionovahr.com](mailto:bernadette@visionovahr.com)

 [www.visionovahr.com](http://www.visionovahr.com)



Bernadette  
Jones

CEO & Co-Founder, Visionova HR  
Culture-First HR Strategist

Bernadette is a go-to podcast guest, speaker, and media source covering leadership, HR, small business, nonprofit management, and culture-first compliance.

Her distinct angle: culture and compliance are not separate—they rise and fall together, especially in small and mid-sized organizations without deep in-house HR capacity.

## SIGNATURE TOPICS

- ✓ People Problem Triage™
- ✓ Culture-First HR
- ✓ Polarized & High-Conflict Workplaces
- ✓ Respect, Communication & Accountability
- ✓ Small Business & Nonprofit People Strategy
- ✓ California Employment Risk

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Bernadette connects with leaders navigating real people challenges without an in-house HR team.

Her practical, respectful approach resonates with those seeking immediate, actionable guidance on culture, compliance, and workplace conflict. Not just talk.

## BEST FIT AUDIENCES

- ✓ CEOs, Founders & Executive Directors
- ✓ Organizations with 5-100 Employees
- ✓ Nonprofit Leaders & Board Members
- ✓ HR Leaders & People Managers
- ✓ Operations Leaders Handling Difficult Employee Issues
- ✓ California & National Employers

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# Bernadette Jones BIO

CEO & Co-Founder, Visionova HR  
Culture-First HR Strategist

Bernadette Jones is CEO and Co-Founder of Visionova HR Consulting, where she helps

small businesses, nonprofits, and mission-driven organizations lead at the intersection of culture and compliance. With more than two decades of experience in HR leadership, consulting, facilitation, and executive coaching, she specializes in the hard moments leaders often avoid: toxic culture patterns, difficult conversations, employee-relations issues, leadership communication breakdowns, manager missteps, and high-stakes people decisions.

A national speaker, Bernadette has presented for SHRM National, SHRM Northern California, nonprofit and association audiences, BOMA Oakland/East Bay, and leadership forums nationwide.

She is known for a calm, candid style that helps audiences understand how compliance, communication, and trust collide in real workplaces—especially in organizations without large internal HR teams.

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## HOST / INTRODUCER SCRIPT

"Today's guest is Bernadette Jones, CEO and Co-Founder of Visionova HR Consulting, a culture-first HR strategist, SHRM-SCP certified leader, and national speaker with more than 20 years of experience helping small businesses and nonprofits navigate workplace culture, employee relations, leadership communication, and compliance.

She is known for turning messy people problems into clear, practical next steps that protect both the organization and its culture."

## SAMPLE PODCAST / MEDIA ANGLES

- How small employers can tell when a people problem needs a coach, HR partner, or attorney
- How to reduce culture drama without turning the workplace into a fear-based compliance culture
- What founders and executive directors get wrong about DIY HR in California
- How to handle polarized conversations, workplace incivility, and repeated bad behavior before they become legal.
- What respectful leadership and healthy accountability looks like.

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# SPEAKING & MEDIA ENGAGEMENTS

## SELECTED SPEAKING ENGAGEMENTS

- SHRM Annual Conference 2024
- SHRM Inclusion Conference 2024
- SHRM Northern California 2025
- BOMA Oakland/East Bay 2025
- Nonprofit HR Conference 2016, 2017

## FEATURED & REFERENCED IN

- SHRM.org
- HR Bartender
- Small Business File

## MEDIA-FRIENDLY PROOF POINTS

- 20+ years HR leadership experience
- SHRM-SCP certified leader
- Extensive California employment expertise

## WHY AUDIENCES CONNECT

Bernadette is exceptionally effective at lowering the temperature around difficult people issues.

*Calm & Direct Approach*

She combines practical HR strategy, executive coaching instincts, and a calm, direct speaking style that resonates with audiences.

*Plain-Language Guidance*



Ready to book Bernadette for your podcast?

*Book Bernadette*

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