# Staff Development Day

## Keynote Speaker Bios



Katie DeWulf is a Fortune 500 business leader and globally recognized leadership and high-performance coach. With over 15 years of experience leading top-performing teams and coaching ambitious professionals, she helps individuals navigate workplace change, lead with confidence, and grow their careers without sacrificing their well-being.

As the founder of The Big Apple Red, Katie empowers working professionals to build careers that reflect and respect their worth, achieve meaningful success, and lead with authenticity. Her practical approach blends research-backed strategies with real-world experience, making her a trusted voice for those looking to lead through uncertainty with clarity and courage.

Katie has delivered transformational talks and workshops across corporate, academic, and nonprofit sectors. She's passionate about equipping people with tools they can apply immediately, whether they're leading a team or learning to lead themselves through everyday workplace scenarios.



Stuart MacDonald is a TEDx speaker, Penn & Teller: Fool Us winner, and Lean Expert and brings a one-of-a-kind experience to corporate events, conferences, and keynote stages. Whether he's dazzling audiences with award-winning magic or delivering game-changing insights on continuous improvement, Stuart merges entertainment with meaningful transformation — this isn't just a show; it's a catalyst for change.

Stuart got his start in magic at 7 years old and never stopped. He put himself through college and went on a 15-year national tour in the college market with a large illusion show. He got off the road to start two businesses, a seasonal haunted house and a video production company. Both were exceptionally successful but it all came to a crash in 2008, just like everything else did. He never left magic, though and that saved him through the lean times but it just wasn't coming back like it used to, so he went to work in corporate America and landed a job at Whirlpool. The company immediately put Stuart into a LEAN and CI program shortly after hiring him, and that's when the bells went off in Stuart's mind. He wondered what would happen if he applied LEAN principles and CI to his magic.

This is where his story takes a wild turn. Not only did Stuart's magic improve, it soared! He went from a nobody to winning the North American Championship, International Championship, People's Choice Winner, and then he went on TV and fooled Penn and Teller with his famous mirror illusion routine. Once the public viewed his act on T,V the phone and internet blew up. Stuart was getting calls to do shows in China and Europe. But a strange thing happened: the corporate world got word that Stuart was using LEAN to build his magic. That's when bookings from TEDxDetroit, Detroit Edison, Whirlpool, and many other companies started to pour in. They all wanted to know how Stuart applied LEAN to Magic.

## Presenter Bios



Tammi Freehling is the Director of Communications & External Engagement for the College of Science. She is responsible for leading the college's marketing communications and events teams, strategic communications, and fostering opportunities for scientific engagement with the public, among other responsibilities. A member of the leadership team, Tammi has more than 28 years of experience leading communications and events teams in the for-profit, non-profit, and higher-education sectors. She holds a Bachelor of Fine Arts degree from the Savannah College of Art & Design and a Master of Science degree from Purdue University.



Hank Gettinger is the First Level Support Supervisor and an IT Consultant for the Mendoza College of Business. He mentors the First Level Support staff, helps teams overcome barriers to success, and ensures that IT operations are smooth and data-driven.

Hank holds a Bachelor's Degree in English from Franciscan University of Steubenville. At home, he enjoys spending time with his wife, Megan, and their five children. He also organizes and plays Pathfinder tabletop roleplaying games with his friends.



Claudia Hawkins is the Organizational Effectiveness Program Director for Notre Dame Research (NDR). In this role, she is leading NDR-wide organizational and talent development initiatives, providing leadership and tools that will empower employees and enable NDR to be a highly engaged, rewarding, and fulfilling workplace. Claudia has over 12 years of human resources and leadership experience. Before joining NDR, Claudia worked for the Whirlpool Corporation as Director of Consumer Care for North America. Claudia holds a degree from the University of Applied Science Harz, Germany, in Industrial Psychology and holds an MBA from the Mendoza College of Business at the University of Notre Dame.

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Chris Fruehwirth is the IT Director of Mendoza College of Business. He is responsible for developing and implementing the information technology strategy for the College to have a transformative impact on technologies used by students, faculty and staff. Fruehwirth joined Mendoza in 2018 after previously participating in the Notre Dame Leadership Rotation Program, where he worked on projects for the Office of Strategic Planning & Institutional Research (OSPIR), University Health Services (UHS) in Student Affairs, Research & Sponsored Programs Accounting (RSPA) in Finance and Notre Dame Research.

Prior to joining the rotation program, Fruehwirth was the manager of platform services for the Office of Information Technology (OIT) where he was responsible for the design, delivery and maintenance of technical infrastructure used to deliver many of the University's IT services. Additionally, he has worked in a variety of roles in the OIT since starting at Notre Dame in 2000. Fruehwirth earned a bachelor's degree in management information systems from Ball State University and a Master of Business Administration from Indiana University South Bend.



Josh Hartsell's professional story began as a College Resident Director, where he spent a decade training student leaders and helping them navigate the complex transition to "adulting." That's a classy way of saying he spent ten years living in a freshman men's dorm and managed to survive.

Since then, he's worked in Customer Service, People & Business Operations, and alongside organizations of every shape and size. Those years in the trenches cemented a conviction that drives him today: organizations grow when they invest in their leaders — yet too often, people development gets treated like a side quest instead of a main strategy.

Josh co-founded Leadership Tap to change that. He and his team have trained and coached thousands of leaders — from startups to multi-million-dollar companies to nonprofits and municipalities — helping them gain confidence, feel less alone, and lead their organizations forward.

When he's not coaching leaders, he's usually deep into a DIY house project or out in Chicago with friends who frequently remind him he's a terrible dancer. He and his partner Trent live in South Bend with their two dogs, Obi and Bruce — affectionately known as mistakes one and two.



Maureen Hogue is an Organizational Change Manager and has been working at the University of Notre Dame since 1999. Maureen received her Bachelor of Science degree in Business Administration from Ferris State University. Maureen really enjoys "witnessing the relief and seeing the positive impact felt by those who initially perceived the change as challenging." Maureen is Prosci certified.



Amy Lehman is a People Strategy Partner at the University of Notre Dame with more than 12 years of leadership experience across campus. In her current role, she partners directly with senior leaders in the Mendoza, Keough School, Hesburgh Library, Law School, and several other Academy Partners to deliver strategic HR initiatives and solutions that enhance the employee experience.

A certified Emotional Intelligence coach and a facilitator for Better Conversations Everyday and the DISC assessment, Amy is passionate about leadership development, building strong partnerships, and driving organizational success.



Tara Kupty is a Certified Health and Wellness Coach, Certified Medical Assistant, and Mental Health First Aid provider with over a decade of experience in healthcare and wellness. She brings a warm, supportive approach to her work, helping individuals achieve meaningful lifestyle changes through evidence-based coaching techniques. Tara has worked in clinical and corporate wellness settings, with expertise in health coaching, chronic disease support, stress management, and behavioral change. She is passionate about partnering with individuals to build resilience, strengthen mental and emotional well-being, and support lasting personal growth.



Matt Metzger is irrationally scared of zombies. He can't watch sitcoms because he gets embarrassed on behalf of the goofy characters (poor Ross in Friends). He secretly wants to be a farmer but has trouble keeping houseplants alive. His version of heaven is long walks with his wife and laughing with his four kids.

Matt's first attempt to be a do-gooder was by way of the church. He served as a pastor for a number of years and fell in love with harmonizing communities and helping people navigate tough times and hard decisions. When a move was necessary, Matt pivoted to the manufacturing world where he quickly discovered the need for a culture of compassionate leadership extends beyond the walls of the church space.

Because he thinks human potential is the most impressive known energy and seeing others actualize that potential to create good in the world is why he gets out of bed, he co-founded the Leadership Tap and spends his days training and developing leaders.

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Alexi Orchard is an Assistant Teaching Professor of Technology and Digital Studies and Director of Undergraduate Studies for the Computing and Digital Technologies minor. Her teaching specialties include technology and design ethics, responsible innovation, critical and speculative design, and technical communication. Her related research has been published at the ACM CHI Conference on Human Factors in Computing Systems, AAAI Symposium on Educational Advances in Artificial Intelligence, IEEE International Symposium on Technology and Society (ISTAS), and Journal of Responsible Innovation. From 2022-2024, she managed the Critical Media Lab at the University of Waterloo, a cross-disciplinary digital design facility funded by the Canada Foundation for Innovation, which is dedicated to investigating the impact of technology on the more-than-human condition. Dr. Orchard earned her PhD in English Language and Literature and MA in Experimental Digital Media from the University of Waterloo. She received her Bachelor of Interdisciplinary Studies from Thompson Rivers University.



Anna Pryor is an accomplished HR leader with more than 12 years of progressive experience at Whirlpool Corporation. She currently serves as HR Business Partner and Organization & Strategy Lead for Global Corporate Functions, where she partners with executives to align people strategies with corporate goals. Previously, Anna served as Human Resources Manager for Global Strategic Sourcing and for Whirlpool's Cleveland, Tennessee operations, supporting over 1,400 employees across virtual call centers, talent management, and leadership development initiatives. Earlier in her career, she held roles as HR Associate and Team Advisor, where she gained hands-on experience leading teams, improving engagement, and supporting large-scale business transformations. Known for her ability to foster culture change and drive people-centric strategies, Anna brings deep expertise in talent development, workforce engagement, and organizational effectiveness.



Brandon Rich leads Notre Dame's AI Enablement efforts, driving university-wide understanding and adoption of generative AI to enhance teaching, learning, research, and administration. He co-chairs the AI Innovation Council and, in 2023, launched the Notre Dame AI Forum, building a national community of higher education leaders focused on responsible AI strategy and implementation. Throughout his 20-year tenure at the University, Brandon has advanced application architecture, integration strategy, and cloud computing while continuing to publish widely on cloud and AI technologies.



Scott "Scooter" Russell serves as the IT Director for the College of Arts & Letters providing leadership, vision, oversight, and management of the information technology needs of the College. He has presented at regional and national conferences, holds multiple industry certifications, and teaches management courses for EDUCAUSE.

Scooter's formal education includes degrees in music performance from Ball State University (Doctor of Arts), the University of Cincinnati College-Conservatory of Music (Master of Music), and Butler University (Bachelor of Arts). He also holds a Graduate Certificate in Information Systems Management from Grand Valley State University.

Outside of work, Scooter serves as volunteer crew on the tall ship Friends Good Will at the Michigan Maritime Museum, coordinates the ushers at his church, and has previously served as President of the Board for the Crescendo Academy of Music.



Ashley Zingo is Director of Operations for the College of Arts and Letters. In this role, she focuses on enhancing workplace culture and DEI, recruiting and retaining employees, and strengthening our organization — from training systems to space planning to information technology support.

Before joining the College, Ashley was Director of Employee Engagement for University Enterprises and Events (UEE), where she served as the chief strategist for engagement with all colleagues of the UEE division. She provided leadership to deepen a culture reflective of Notre Dame values and led a team that was dedicated to workforce planning, recruitment strategies, employee engagement, strengthening of culture, division-wide communications, training, learning and development, and performance management.