



# Meet Reanette Etzler



**Speaker, Coach, HR Strategist, and soon to be Author of The HR Hangover**

Reanette, The Strategic HR Coach, delivers dynamic keynotes that encourage CEOs and executive teams to leverage HR as a competitive advantage. With over 30 years of experience across various industries, she offers practical frameworks that connect people's decisions to financial outcomes. Known for her candid, humor-infused approach, Reanette guides organizations from reactive HR to strategic partnerships through her IMPACT Model. She equips leaders with actionable tools that yield measurable results, making her a sought-after speaker for organizations looking to transform HR into a revenue driver.

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***"Reanette is an engaging and confident speaker who connects naturally with her audience. She brings energy and professionalism to every presentation." Erica Piper, The Training Place***

## SPEAKER TOPICS

- **The IMPACT Model:** Integrate, Measure, Partner, Anticipate, Create, Transform an HR Department that is driven by ROI
- **Strategic Thinking for HR Professionals:** Moving Beyond Transactions to Transformational that drive competitive advantage
- **From HR Hangover to Hero:** Building Strategic Credibility with Executive Leadership, talk the CEO way
- **ROI That Actually Matters:** Connecting People Decisions to Financial Outcomes using AI and other Systems at your Fingertips



*This retreat was by far the best. We have done DISC many times, but with you it was by far the best application, engagement, and real life perspective. It was by far the best part of the retreat. Your engagement and enthusiasm to give the best was amazing."*  
 - Preston House, Papa Johns



## SESSION FORMATS

- Keynote Presentations (45-60 minutes)
- Workshop Sessions (90 minutes - half day)
- Panel Discussions: Thought leadership conversations with other industry experts
- Targeted sessions for C-suite and senior leadership teams

## REANETTE'S SPEAKING ENGAGEMENTS

- Sacramento Human Resources Association Legal Conference
- Walpelra HR Conference
- Columbia Basin SHRM
- HRSouthwest Conference
- NHRMA Conference
- Office Dynamics Administrative Professionals Conference (2x)
- Northstate SHRM
- Tri City Regional Chamber Workforce Summit
- Tri City Regional Chamber Women's Leadership



**Melia Amira** | EA Strategic Partner to Joan Burge, Founder & CEO at Office Dynamics

I had the opportunity to hear Reanette speak at the Office Dynamics International Conference on AI for Administrative Professionals, and she absolutely delivered. What struck me most wasn't just her technical knowledge—it was her ability to make AI practical and actionable for people overwhelmed by daily tasks. She was engaging, fun, and hit it home for our conference.

**Verified** This recommendation was verified on October 22nd, 2025

**Manny Guterrez** | Owner/CEO at Greenworks Landscaping

Reanette Etzler is an outstanding speaker. Her keynote on strategic HR transformation left a lasting impact on me and our leadership team. She delivers practical insights and tools that can be applied right away, which sets her apart from most speakers. With extensive experience across multiple industries, Reanette understands the real challenges organizations face. Her "HR Hangover" and IMPACT frameworks will give your team a clear, and actionable strategies to shift from compliance to true business partnership. Reanette blends strategic thinking with down-to-earth communication, making complex ideas easy to understand and implement. I highly recommend her to any organization looking to elevate its HR strategy and leadership effectiveness.

**Verified** This recommendation was verified on November 19th, 2025



## Links

- <https://www.espeakers.com/marketplace/profile/46612/reanette-etzler>
- [www.linkedin.com/in/reanetteetzler](https://www.linkedin.com/in/reanetteetzler)
- <https://www.youtube.com/@TheStrategicHRcoach>