

Employment Opportunity

Director of Human Resources GoMacro

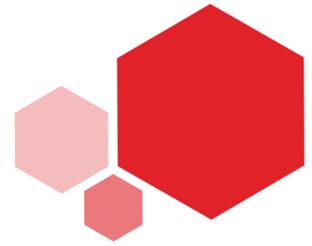
Viola, WI



Please apply on our website:

<https://www.qtigroup.com/find-a-job/details/director-of-human-resources/NM589452216>

ABOUT THE ORGANIZATION



WHY JOIN THE GOMACRO TEAM?

We are a company that is driven by a unique core ideology we call The GoMacro Way, which is based upon authenticity, generosity, and compassion for people and the planet. We operate with integrity, we create with passion, and we conduct ourselves with humility. We seek growth-minded people who are inspired by challenges, encouraged by camaraderie, and excited about being leaders at every level. Become part of a team where everyone is heard, valued, and empowered to influence positive change in their local and global community.



HOW GOMACRO'S HISTORY SHAPES WHO WE ARE TODAY?

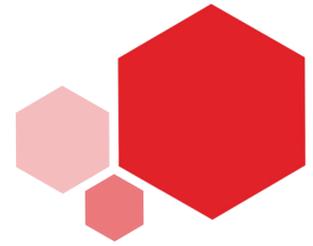


During her 2003 battle with cancer, co-founder Amelia Kirchoff created the first MacroBar® recipe in her kitchen on the Wisconsin family farm. In the years following, Amelia and her daughter and co-founder Jola began spreading awareness for the power of a clean lifestyle through GoMacro's healthy and delicious MacroBars, which are available in stores nationwide.

Today, our work is still guided by the values upon which Jola and Amelia built GoMacro: Live Long, Eat Positive, Give Back, Tread Lightly, and Be Well. It is our goal to inspire people to have a healthy body, sharp mind, and bold spirit—and we believe doing fun, and meaningful work is part of that.

JOIN US AS WE MAKE THE WORLD BETTER, ONE BITE AT A TIME!

ABOUT THE OPPORTUNITY



Position Description

The QTI Group is partnering with [GoMacro](#), a mission driven, mother daughter–founded company crafting clean nutrition bars, to hire a **Director of Human Resources**. We are seeking a purpose-driven, people-centered leader to help shape and steward the GoMacro employee experience. This role ensures that The GoMacro Way is brought to life across every aspect of how we recruit, engage, develop, and support our people.

Reporting to the Chief People & Culture Officer (CPCO), the HR Director serves as the senior-most HR Operations leader at GoMacro, providing functional expertise and department leadership. This person partners closely with the CPCO to bridge culture, communication, and HR excellence—helping translate cultural vision into people-centered systems and practices. This is a hands-on leadership role that balances strategic vision with day-to-day partnership, supporting both leaders and team members to help everyone do their best work.

Primary Responsibilities

- **HR Leadership and Strategy:** Serve as the primary subject-matter authority for HR strategy, ensuring alignment between GoMacro’s business priorities and People & Culture goals in collaboration with the CPCO.
- **Foster Employee Engagement & Belonging:** Champion initiatives that enhance morale, connection, and purpose—creating an inclusive, compassionate culture where every person feels valued and empowered to contribute. Partner with CPCO to translate GoMacro’s values into tangible employee experiences and frontline engagement initiatives.
- **Cross-functional Partnership:** Serve as a trusted advisor and thought partner to the CPCO, guiding the integration of HR practices into GoMacro’s evolving Culture function. Collaborate with cross-functional leaders to ensure cohesive alignment between Culture, Operations, and Organizational Development.
- **Support and Develop Leaders:** Serve as a trusted partner / liaison to managers and supervisors, equipping them with tools, resources, and support to lead with empathy and effectiveness.
- **Drive Communication & Transparency:** Strengthen company-wide communication by promoting clarity, accessibility, and consistency of information—ensuring people are informed, heard and aligned.
- **HR Operations Management:** Manage and mentor the HR team (three HR Generalists + one HR Assistant) while maintaining strong connections with both our remote professional workforce and onsite manufacturing team.
- **Trusted Advisor and HR Presence:** Serve as a visible, trusted HR presence at our Viola, Wisconsin, manufacturing headquarters and beyond, ensuring every team member – including people leaders and individual contributors – receives consistent and compassionate HR support.

- **Talent & Workforce Planning:** Partner with Training and Development Manager to drive the strategy and execution of talent acquisition, workforce planning, and retention programs that position GoMacro as an employer of choice.
- **Culture, Recognition, and Well-Being:** Collaborate closely with the CCPO to integrate HR programs with company-wide culture and engagement initiatives, ensuring consistency between cultural aspirations and operational HR execution. Collaborate on programs that celebrate success, support well-being, and reinforce shared values, fostering a culture of gratitude, respect, and high performance.
- **Compliance & Policy Stewardship:** Ensure legal compliance and ethical best practices in all areas of employment, while maintaining policies that are fair, human-centered, and easy to understand.
- **Total Rewards:** Partner on the strategy and stewardship of benefits and compensation programs by managing key broker and vendor partnerships, shaping thoughtful recommendations for the , and ensuring all plans remain compliant, equitable, and supportive of employee well being.
- **Continuous Improvement:** Leverage data, feedback, and workforce analytics to drive ongoing improvements to the employee experience and HR service model.

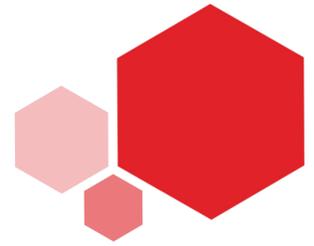
Requirements

- Bachelor's degree in Human Resources, Business Administration, or related field; Master's degree preferred.
- 10+ years of progressive HR experience, including leadership of HR teams in manufacturing, food, or CPG environments.
- Demonstrated success building and sustaining high-morale, values-driven cultures.
- Deep understanding of employee relations, engagement, and leadership development.
- Excellent communication, listening, and relationship-building skills.
- Strategic thinker with the ability to translate ideas into actionable plans.
- Proven ability to manage change with empathy, integrity, and discretion.
- Strong knowledge of employment law, HRIS systems, and benefits administration in a multi-state environment with both remote and onsite staff.
- Demonstrated ability to advise and support non-HR senior leaders on People & Culture matters.
- Exceptional ability to balance strategic HR leadership with hands-on operational management and employee engagement.

Work Environment: This position operates within a collaborative, values-based manufacturing environment that combines both office and on-the-floor engagement with our teams.

Travel Required: Up to 10% travel per year for visits to field employees, conferences, community events, etc.

ABOUT VIOLA, WI



Located in the scenic hills of southwestern Wisconsin, Viola is a small rural village of around 700 residents, offering a close knit community and peaceful way of life. Residents enjoy a lower cost of living and attainable home prices, making it easy to plant roots and feel at home. Viola is home to a mix of families, long time locals, and professionals drawn to its quiet pace and outdoor surroundings. Just a short drive from neighboring communities, Viola provides quiet, space, and connection — an ideal setting for those who value nature, balance, and a strong sense of belonging. Average commute times of about 24 minutes make it easy to enjoy rural life while staying connected to the region.



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