

Employment Opportunity

# Director of People Operations

Big Joe Forklifts

Madison, WI

THE **QTI** GROUP

  
**BIGJOE**

# ABOUT THE ORGANIZATION



Established in 1951, [Big Joe Forklifts](#) is a customer-centric, North American material handling solutions company with a clear mission: Empowering the people who move things. Guided by our vision to be the trusted partner delivering disruptive solutions that accelerate the industry's transformation from internal combustion to electric to fully autonomous, we are committed to shaping the future of material handling.

Big Joe is a fast paced and high energy, purpose-driven company that takes great pride in being a subsidiary of the fastest growing lift truck manufacturer in the world.

We focus on developing innovative lift trucks that are thoughtfully designed to provide strong incentives for

customers to embrace and fully transition to electric forklifts. Headcount has more than tripled over the past decade as sales have increased 20% per year, on average.

Our tagline, Powering Progress, reflects our dedication to innovation that drives efficiency, sustainability, and customer success. We offer a variety of purpose-built integrated lithium-ion forklifts designed to replace internal combustion, innovative material handling equipment for warehouse and distribution centers, and market-leading autonomous solutions.



Based in Madison, Wisconsin, Big Joe provides world-class, market-driven solutions with a reputation for exceptional customer service through our nationwide dealership network. Together, we're not just moving things—we're moving the industry forward.

Learn more about Big Joe at: <https://bigjoeforklifts.com/about-big-joe-forklifts>

# ABOUT THE OPPORTUNITY



[Big Joe Forklifts](#) is seeking a dynamic and strategic Director of People Operations to partner closely with the CEO and leadership team in shaping the future of a high-growth organization. With the rapid growth the company created in the past and continued double-digit growth projected, this role is critical in building a people strategy that supports rapid expansion while preserving Big Joe's strong, people-first culture.

Reporting to the CEO, the Director of People Operations will oversee all facets of HR and talent strategy—including recruiting, performance management, employee engagement, and organizational development—while serving as a trusted advisor to leadership. The Director will balance strategic initiatives with hands-on execution, ensuring the company continues to attract, develop, and retain top talent across both corporate and operational environments.

## Key Responsibilities

- Lead and evolve Big Joe's People Operations strategy in alignment with business growth objectives and cultural priorities.
- Oversee all HR operations, including partnership with the PEO (Insperity), compliance, policies, and day-to-day HR functions.
- Manage and develop a small People team, providing coaching, structure, and opportunities for growth.
- Drive performance management processes, including quarterly goal setting tied to compensation and organizational alignment.
- Own the talent acquisition lifecycle, partnering with leaders on hiring strategies to support ongoing growth and hiring needs.
- Partner with leadership to define career paths, support professional development, and identify high-potential talent.
- Serve as a trusted advisor to managers and employees, fostering strong employee relations and engagement.
- Implement and enhance onboarding, recognition programs, and employee experience initiatives.
- Ensure job descriptions and compensation structures are clearly defined and up to date.
- Lead internal communications strategies that reinforce culture, alignment, and transparency across the organization.
- Support company-wide engagement efforts, including all-hands meetings and leadership communication cadence.
- Evaluate and implement HR systems and tools to support scalability (HRIS, performance management platforms, ERP integration).
- Collaborate with leadership on organizational design, workforce planning, and business transformation initiatives.

## Qualifications & Desired Competencies

- Bachelor's degree in Human Resources, Business Administration, or a related field
- 10+ years' progressively more responsible HR or People Operations experience with at least 5 of those years in people management
- SHRM-CP or SHRM-SCP certification preferred
- Proven ability to lead and scale human resources functions in a high-growth environment
- Hands-on leadership style with willingness to engage in both tactical execution and strategic planning
- Strong emotional intelligence with the ability to build trust and credibility across all levels, including front line manufacturing and corporate teams
- Strategic mindset with the ability to translate business goals into effective people strategies
- Proven experience driving performance management and talent development initiatives
- Demonstrated ability to manage change, navigate ambiguity, and support business transformation
- High level of integrity, professionalism, and confidentiality
- Experience evaluating or implementing HR technologies and systems is a plus

## Application and Selection Process

The QTI Group is exclusively retained to partner with Big Joe Forklifts in the recruitment of this key leadership role. For immediate consideration, please apply directly at <https://www.qtigroup.com/find-a-job/details/director-of-people-operations/NM76760268> or contact **Nicki McCurdy, Sr Recruiting Director**, at [nicki.mccurdy@qtigroup.com](mailto:nicki.mccurdy@qtigroup.com).