

Rosey Singh

MBA · SHRM-CP · HR Executive · Founder · Builder

linkedin.com/in/roseysingh
rosey.singh@eunioa.io
New York, NY · roseysingh.com

15+

YEARS HR LEADERSHIP

92%

RETENTION ACHIEVED

\$3.2M+

COST SAVINGS

3

VENTURES BUILT

180+

EMPLOYEES LED

EXPERIENCE

Founder Mar 2026 - Present
Nerve — nerveapp.io

- Founded and built a confidence platform for high-potential professionals — developed independently using AI tools and Claude Code, from concept to launch.

Founder & Principal Consultant Oct 2024 - Present
Eunioa LLC — eunioa.io

- Built a fractional CHRO practice advising founders and CEOs across finance, tech, healthcare, and nonprofit on HR transformation, compliance, and organizational design.
- Designed Performance Accountability System for 900-employee national staffing firm — automated discipline framework with metrics-driven escalation and full legal documentation trail.
- Publishes "The Sh*t They Forgot to Teach You" — newsletter on careers, HR, and building something real.

Sr. Director of People & Culture Jan 2022 - May 2024
Friends of the High Line, New York

- Turned 62% retention into 92% within 18 months while delivering \$1.3M in cost savings, directing all HR for 180+ employees across an \$11.1M people budget.
- Partnered directly with Board Chair and Vice Chair on executive compensation architecture and living wage initiative; led HRIS transformation, reducing time-to-hire by 25%.

Sr. Director of People & Culture Oct 2020 - Jan 2022
James Beard Foundation, New York

- Built the organization's first formal HR function during a publicized crisis — designed 5-tier compensation architecture and 38 job descriptions; delivered \$516K in savings without layoffs.

Director of Human Resources 2018 - 2020
San Francisco Association of Realtors

- Led HR, IT, and operations for a \$45M+ ARR trade association — built complete job architecture, implemented ADP HRIS, and delivered \$426K in annual savings through strategic reorganization.
- Delivered \$426K in annual salary reduction through strategic reorganization; built a complete job architecture and implemented ADP HRIS from zero.

Prior: 13 years in banking — TD Bank (2003–2013) & RBC as Branch Manager (2013–2016), Toronto, Canada

VENTURES

[eunioa.io](#)

[nerveapp.io](#)

[roseysingh.com](#)

Fractional HR advisory, career concierge, and a platform for people who are built for more. Three ventures. One through Line → people who are ready to do the work.

EDUCATION

MBA — Hult International Business School

San Francisco, 2017 · Class Speaker

Certificate, People Analytics

Wharton School of Business, 2022

BA (Hons), Political Science

York University, Toronto, 2006

CERTIFICATIONS

SHRM-CP — 2024

Leadership Circle Profile — 2025

Leading Workplace Investigations — 2024

U.S. Employment Law & Compliance — 2024

LINC Certified Trainer/Coach — 2025

DISC · Five Behaviors

BOARD & COMMUNITY

Board Member

Mile Square Theatre, NJ · 2024–2026

D&I Committee

SHRM California · 2018–2021

CORE COMPETENCIES

Board Advisory · Compensation Architecture · Culture Transformation · Employee Relations · Fractional CHRO · HR Infrastructure Build · Organizational Design · People Analytics · Strategic Workforce Planning · Total Rewards