
DEBORAH D. VEREEN, CCDP/AP
THE VEREEN GROUP
Founder ■ Principal



Deborah Vereen is well known as a strategic thinker with twenty years of experience in designing and implementing Diversity initiatives, training & development, and inclusionary processes in the private, public, and non-profit sectors. Her company THE VEREEN GROUP, is committed to assisting corporations, organizations and executives in formulating systemic change strategies in the areas of Diversity and Equitable Inclusion.

Deborah is a certified master trainer and facilitator whose areas of expertise comprise Strategic Planning, Leadership Coaching, D&I Training & Development, Holistic Recruitment (Retention), Community Engagement, Employee Business Resource Groups, and Inclusion Metrics, Reporting & Analytics. She is one of a select few in the nation who has earned the unique double credential of CCDP/AP (Cornell Certified Diversity Professional/Advanced Practitioner) from Cornell University.

Prior to transitioning to the private sector, Deborah was the Sr. Director of Organizational Effectiveness and Diversity (OE&D) for AHOLD/GIANT Food Stores. She designed and directed the effective integration of inclusionary practices into every area and discipline of the business by focusing on Workforce Development, Marketplace Excellence, and Community Engagement. She established AHOLD's first Female Leadership Advisory Council and Multicultural Employee Business Resource Group. As a result, she brings a bottom line perspective to the discipline of Diversity Equity and Inclusion. Many Community, Business, Education, and Government entities have tapped into Deborah's "hands on" experience in Operations and Corporate.

Recognized for her work in Diversity Management, Inclusion and Community Engagement she is the recipient of numerous awards which include Corporate Citizenship Diversity Award, Pennsylvania Human Relations Commission; Keystone Award for Community Service, Pennsylvania Food Merchants Association; Women of Excellence Award, YWCA; The Seed of Hope Award, PA Educational & Entrepreneurial Youth Program. She was selected as one of the most "Influential Inclusion Leaders" of Central PA, and has received the Business Diversity Champion Award from the Harrisburg Regional Chamber of Commerce, and the Leadership in Diversity Award from The Conference For Women.

Deborah has been featured in Central Penn Business Journal's Inclusion Editions, Harrisburg Magazine, Business Woman, Progressive Grocer, The Urban Connection, Success Magazine, The Daily Item, The Patriot News, and ABC27. She was invited to offer testimony before the bi-partisan Labor & Industry Committee of the Pennsylvania Legislature regarding Pay Equity for Women.

Deborah is co-founder of the Diversity & Inclusion Professionals of Central PA (DIPCPA). She currently serves on the Board of Directors of the Girl Scouts in the Heart of Pennsylvania (GSHPA), and the Diversity Advisory Council of the Human Resource Professionals of Central PA (HRPCPA).

From Global to Local, from Profit to Non-Profit The Vereen Group is able to make the Business Case for Diversity & Inclusion, show the Return on Investment, and translate it to your Bottom-Line.

OUR STRATEGIC APPROACH OVERVIEW

Our Message

- ❖ “THE VEREEN GROUP, is committed to assisting corporations, organizations and executives in formulating systemic change strategies in the areas of Diversity and Equitable Inclusion.
- ❖ “Tomorrow’s Sustainable Success will not be achieved with yesterday’s methods and approach. Organizations seeking market growth must engage and leverage diverse perspectives.”
- ❖ “With the evolving population demographics and varied generations in the workforce today, leaders are seeking strategies and resources that will empower “creative” critical thinking.”
- ❖ THE VEREEN GROUP serves the Community, Business, Education, and Government sectors.

Our Overarching Services

- ❖ We specialize in DEI Strategic Planning | Leadership Coaching | Training & Development | Demographic Analysis & Metrics

Our Strategic Approach

- ❖ **Organizational/Business Alignment**
 - Diversity & Inclusion Strategies and Training aligned to your Organization’s Vision, Mission, Core Values, Purpose, Belief Statements, and/or Strategic Objectives
 - A Resource Tool to Enable Achieving Your End In Mind
- ❖ **Systemic Change**
 - Strategic Planning Approach, Initiatives, and Resources, with a Change Maker Mind Set, that enables you to proactively seek to evolve and/or enhance your Organization’s:
 - ✓ Organizational Effectiveness and Profitability
 - ✓ Leadership and Managerial Expectations & Capabilities
 - ✓ Employee Work Life Cycle Experience & Engagement

Our Founder Believes

- *“Success Is A Journey Not A Destination”*
- *“If we were never challenged to adjust to new conditions and new people, we would not grow. It is Healthy Growth that leads to Sustainable Success.”*
- *“Diversity is NOT the ‘Right Thing’ to do. “
“The Practice of Diversity, Equity, and Inclusion IS the PROACTIVE ‘SMART THING’ to do.”*
- *“An Environment of Equitable Inclusion organically insures Access and Opportunity for ALL segments of the Workforce and naturally fosters Engagement, High Performance, Stakeholder Retention”*
- *“Inclusion is the Discipline of Independently Working Together”*

SERVICES NARRATIVE

THE VEREEN GROUP (TVG) Core Services Are Strategic Planning, Leadership Coaching, Training & Development, and Population & Workforce Demographic Analysis and Metrics. Our customized inclusive strategies help you “connect the dots” to your Vision, Mission, Core Values, Belief Statements, and/or Strategic Objectives.

Strategic Planning

An Inclusive Approach and Strategies that add value to your Bottom Line.

- Customized D&I Strategic Framework/Strategy
- “Connecting the Dots” Business Case and ROI
- Achieving Organizational Objectives
- Holistic Recruitment and Retention
- Customer/Guest/Client/Patient Service
- Current and Potential Sales & Marketing

Leadership Coaching

Enhancing leadership skills to insure healthy growth and “Sustainable Success”

- Diversity and Inclusion Management
- Strategic Analysis and Planning
- Employee Business Resource Groups
- Servant Leadership / Inclusive Leadership
- Role Model Behavior/Brand Identity
- Diversity & Equitable Inclusion Metrics
- Work Life Sense of Wellness

Training & Development

Customized foundational and targeted area focus trainings and workshops.

- Embracing Diversity Level Set Training – Desired Outcome versus Best Outcome
- “Right Thing versus Smart Thing Approach”
- Leadership & High Potential Management
- Sales & Marketing Category Management
- Human Resources Environment Check-Up
- Unconscious Bias and Implicit Bias
- Generations in the Workforce

Demographic Analysis & Metrics

Critical thinking approach to populations ingraining accountability

- Service/Market Area
- Workforce/Leadership
- Recruitment/Retention

SAMPLING OF TVG CUSTOMERS



THE VERREEN GROUP
diversity & inclusion strategists

Sampling of Customers

Whitman
SCHOOL of MANAGEMENT
SYRACUSE UNIVERSITY

HERSHEY
ENTERTAINMENT & RESORTS

U+
UTILITIES, INC.

HACC
Founded in 1964

PENNA
TURN PIKE

UPMC
LIFE CHANGING MEDICINE



HARRISBURG REGIONAL
CHAMBER & CREDC

Whitaker
Center

BILO WINN-DIXIE

commonwealth
charter academy

Business Women's
FORUM

CD
CENTRAL DAUPHIN
SCHOOL DISTRICT

Medtrition
We help people feel better.

PENNDOT

USU



CUMBERLAND VALLEY
SCHOOL DISTRICT

The
GIANT
Company

CARLISLE
Area Chamber of Commerce

HERSHEY'S
The Hershey Company

girl scouts
of the chesapeake bay



Lebanon Valley College

BRAVO GROUP

HRP
of CPA
Human Resource Professionals of Central PA

ALVERNIA
UNIVERSITY

Dickinson

McNees
Wallace & Nurick LLC

LEADERSHIP
HARRISBURG AREA
Leaders Serving.

Bucknell
UNIVERSITY

PA pennsylvania
DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT

HIGHMARK
HEALTH

PSBA
Pennsylvania School Boards Association

TRI COUNTY
community
Action
Helping People. Changing Lives.
TRANSFORMING. INSPIRING. AND FOSTERING.

pennsylvania
HUMAN RELATIONS COMMISSION

Auntie Anne's

DLC
DIAMOND LIGHT CO.

REACH CYBER
CHARTER
SCHOOL

HAP
The Hospital + Health
Association of Penns

CAPHRA
Capital Area Police
Officers' Association

Capital BLUE

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