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Meet Our Senior Leaders

Rebecca Sinclair

Rebecca Sinclair

Chief People & Corporate Affairs Officer

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Rebecca is focused on leading the company's people and brand experiences to bring our purpose, vision, values, and brand promise to life for our people, customers, and partners, as well as the communities we serve. She connects and develops ATD's talent across the enterprise, driving cultural transformation. Her work emphasizes redefining our relationships with key stakeholders through strategic public relations, thought leadership, corporate social impact, and corporate brand and reputation initiatives.

Since joining the company in 2017, she has created the architecture of ATD's connected culture. By better engaging our teams, this work strengthens both recruiting and retention. She has helped position the company as an employer of choice and worked to evolve our corporate and employment brand strategies and visual identity. She has a proven track record of leading business, people, and brand transformation. Leveraging best-in-class technology, AI and advanced analytics, Rebecca has improved the associate experience and engineered the next generation of a modern workforce through her commitment to developing talent. She has positioned learning as an activator of business transformation and strategy for ATD, our customers, and our partners.

Quote from —Rebecca Sinclair, Chief People & Corporate Affairs Officer

Nothing matters more than our people. Our associates make it all happen for our customers and it's up to us to keep our great team of associates engaged, learning, and evolving."

—Rebecca Sinclair, Chief People & Corporate Affairs Officer

Prior to ATD, she served as the chief human resources officer and executive for some of the world's most recognized brands, including Victoria's Secret, Starbucks, Southeastern Grocers, Hooters LLC, and Clear Channel Media. She received a bachelor's degree in interpersonal and rhetorical communications from Iowa State University, an MBA in international business from The University of Texas at Arlington and is also a graduate of the University of Oxford Saïd Business School Corporate Affairs Academy.

Employed with ATD

7 years

9 months

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Rebecca's passion projects



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