

The Brandful® Workforce

Biography

Julia Gometz is the founder of The Brandful Workforce, a company that advises organizations on how to build a workforce that can work “for” the brand, rather than “against” it. Her book, *The Brandful Workforce: How Employees Can Make, Not Break Your Brand*, introduces the first roadmap for organizations on how to create and sustain the brand internally. It also inspires individuals to be part of an organization whose products or services truly match their passions. Gometz is a global thought leader and practitioner in people strategy with a focus on how employees best contribute to bottom-line business results.

Prior to her current venture, Julia successfully built and led three critical People functions at JetBlue Airways over her eight year tenure: Employee Relations, People Analytics and Employee Engagement. An expert in making people the top competitive advantage for any organization, she has collaborated with colleagues at Fortune 100 and Fortune 500 companies, as well as public and nonprofit organizations. Julia is an accomplished speaker engaging audiences internationally on the topic of people strategy.

Julia received a B.A. in International Relations from Emory University and is fluent in both French and Spanish. She received her Master’s degree in Conflict Analysis and Resolution from George Mason University. Previously, she worked in Equity Research at Morgan Stanley and served as a mediator and arbitrator on Wall Street. She resides in Forest Hills, New York with her husband and four children.



Julia
Gometz