



Valerie Reif is a business leader who is specialized in Human Resources. Her previous position was the Vice President of Human Resources for Boot Barn where she was a member of the Executive Leadership Team that led the organization through an IPO and acquisition. Boot Barn achieved high growth while Valerie was at the HR helm.

Throughout her career, Valerie has developed expertise in the consumer goods industry, organizational change, and designing and implementing transformational HR strategy aligned with business objectives. She led two companies through high-growth periods and one through a significant restructuring.

Specifically, Valerie has deep expertise in the areas of talent strategies, HR functional strategies, compensation, management improvement curriculum, operational processes, and business development. She has proficiency in supporting organizations through acquisitions, IPO process, and SOX regulation compliance.

Valerie earned a bachelor's degree in Business Management from Webster University and earned her Certificate in HR from the University of California, Los Angeles.

She has served on the Board of the Orange County Affiliate of the National Human Resources Association for 4 years.