

Julie Braley
Chief People Officer
Joined SIAA in 2021



Julie is an accomplished and strategic Human Resources professional with a strong track record of driving high-performing teams and fostering a vibrant company culture. As SIAA's Chief People Officer, Julie leads with passion and dedication, championing employee development and empowerment while driving organizational success through strategic HR initiatives.

It was under her leadership that SIAA became Great Place to Work-Certified after a rigorous vetting process by global research and consulting firm Great Place to Work.

Prior to joining SIAA, Julie served as the Vice President of Human Resources at Bank Prov, formerly known as The Provident Bank. In this role, she transformed the HR department of a rapidly growing \$1.5B financial institution as it evolved from a regional community bank into a digital financial institution with a national presence. She was also instrumental in implementing human capital programs that fostered a culture of continuous improvement and accountability. She revamped the performance management system to focus on employee engagement and development and facilitated various leadership development initiatives.

Julie spent close to a decade with RiverWoods Exeter, a multi-facility Continuing Care Retirement Community. During her tenure, she served in multiple roles including Director of Human Resources, Talent Manager, and Human Resources Generalist. Julie introduced innovative programs for learning and development, which culminated in the successful launch of an Emerging Leaders Program. She also has experience in public service, having served as the Human Resources Director/Assistant to the Town Manager for the Town of Exeter, NH. She was responsible for managing all human resources functions across all departments, including handling grievances, union relations, and health and wellness programs.

Julie is a certified Professional in Human Resources (PHR) and SHRM-CP, a Certified Personify Leadership Facilitator, PXT Select Expert Practitioner, and an Everything DiSC Certified Practitioner. She attended the University of Vermont and currently resides in Seabrook, New Hampshire with her husband, son and daughter. When not at work, you can find her cheering for her kids at baseball and softball fields across New England.