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From the Tampa Bay Business Journal:

<https://www.bizjournals.com/tampabay/news/2019/12/06/people-firstbarbie-winterbottom.html>

## People First, Barbie Winterbottom

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Barbie Winterbottom has more than 25 years of working in the HR field and she'll soon start her third year with BIC Graphic.

"My role encompasses anything that touches our people and how we can drive better business outcomes through better people's performance, processes and experiences," she told the Tampa Bay Business Journal.

The company employs 1,600 and Winterbottom manages 25.

BIC Graphic is one of the largest suppliers in the promotional products industry. It has well-known brands, such as Bic and Koozie, but it also partners with retail and golf brands. The company operates five manufacturing facilities across the U.S. with three facilities in Florida.

Winterbottom has a wide range of functional responsibilities including rewards and recognition, payroll, benefits, and people data, talent acquisition, onboarding, absence management, and learning and talent development including leadership and operations training. Before BIC, Winterbottom spent two years as a



NOLA LALEYE

People First 2019 honoree Barbie Winterbottom of BIC Graphic

senior director of talent acquisition at Sykes Enterprises and before that was regional talent acquisition leader-global staffing and HR optimization at Amazon. She's a Florida State University graduate in vocal performance.

She has also worked to reinvent BIC's talent acquisition strategy and function. That has contributed to the bottom line by moving away from an almost 100 percent dependency on agencies to a lean in-house team bringing in higher quality talent and better retention and performance. It has also meant a reduction of more than \$2 million in fees.

She is influencing the organization to become more agile and collaborative, she said.

"I have changed the way the organization thinks about performance and leadership. We manage projects and tools, we lead people," she said.

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Barbie Winterbottom

Chief people officer

BIC Graphic

<http://bicgraphic.com>

**Alexis Muellner**

Editor

*Tampa Bay Business Journal*

