

Nasim Assadi

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EXPERIENCE

February 2026 — Present

Founder, *Vivarium*

Fractional people leadership and organizational advisory for founder-led, high-growth companies. Work with founders and executives to build the people systems, culture, and leadership foundations required to scale sustainably.

- Serve as embedded senior HR for companies that need strategy and execution without the cost of a full-time executive.
- Advise on organizational design, executive alignment, compensation frameworks, talent strategy, and operating cadence.
- Work with clients across tech, sports, and entertainment in the US and internationally.

October 2021 — January 2026

VP, People + Culture, *Angel City Football Club*

Joined as the Club's first VP of People, reporting directly to the founder and President ahead of its inaugural season. Helped scale the organization through four seasons. Oversaw a \$2.5M annual budget and managed a team of two.

- Led design and implementation of the Club's comprehensive compensation philosophy, aligning front office and soccer operations.
- Orchestrated complex change management initiatives across the Executive Leadership Team, ensuring alignment and transparency through regular Board updates.
- Developed and launched the Club's annual Performance Management program to drive accountability, development, and organizational alignment.
- Spearheaded employee engagement survey design and execution, using insights to inform people strategy and enhance workplace culture.
- Tripled team size by leading full-cycle recruitment, onboarding, and integration efforts across departments.

May 2017 — April 2021

VP, People Operations, *Flow Kana*

Joined as Head of People (employee #40) reporting directly to the CEO. Created and led the HR function for 300 employees across 7 locations. Oversaw a \$1.5M annual budget and managed a team of 9.

- Facilitated the development of business strategies with the Executive Leadership Team: vision, mission, values, and annual objectives.
- Rebuilt the HR organization including staff and all administrative processes. Drove restructuring of the Executive Leadership Team.
- Established competitive labor market positioning in a new industry by implementing compensation and benefits structure based on market analysis.
- Coached business leaders on leadership behaviors, employee communication, development, and performance management strategies.
- Successfully executed company-wide workforce reduction by 50%.

November 2014 — May 2017

Principal + Founder, *Le Tribe Consulting*

Worked with early-stage companies, partnering closely with founders and executives to build the people infrastructure needed to grow quickly and sustainably. Clients included fitmob (acquired by ClassPass), zTailors, PAX Labs, and Leanplum.

- Advised on recruiting, compliance, payroll, benefits, coaching, employee relations, and culture.

- Planned and executed company offsites and retreats to strengthen culture and alignment.

November 2011 — November 2014

HR Business Partner, Operations, *Lyft*

Joined as employee #11, Executive Assistant to the Co-Founders, and organically grew into Human Resources. Scaled the company from 11 to 400+ as Head of HR, then transitioned to Business Partner for the largest department: Operations.

- Responsible for all areas of the employee lifecycle: hiring, onboarding, performance management, and offboarding.
- Coached leaders and employees on people management and employee relations matters; ensured compliance with employment law.
- Developed new hire onboarding program.
- Championed and managed rolling out company stock options to all employees.

EDUCATION

September 2004 — May 2008

BA, Business Administration: Marketing & International Business, *California State University, Sacramento*

SKILLS

- Fractional People Leadership
- Strategic HR Planning
- Change Management
- Compensation & Benefits
- Workforce Planning
- Organizational Design
- Talent Acquisition & Executive Recruiting
- Executive Coaching
- Employee Relations
- Culture & Engagement