



# DANA PEEBLES, MPH, MSOD

Dana Peebles is the President & Principal at Baystone Transformation Group, a boutique human capital consulting firm that partners with organizations to successfully navigate change, develop strong leaders, build collaborative teams, and drive sustainable growth. For over 20 years, Dana has specialized in leading organizations through strategic change management, training program implementation, and team engagement. With a deep understanding of both the science of people and the complexities of organizational systems, she guides leaders through a structured yet adaptable approach to transformation—one that equips their teams to embrace change, take action and deliver measurable outcomes. Dana has partnered with industry-leading organizations such as Duke Health, the Centers for



Disease Control and Prevention, and Cox Enterprises to navigate transformative change. From leading multi-year culture transformations and technology implementations, to designing and facilitating training programs and leadership off-site retreats, her work has consistently focused on aligning leaders, building capacity of team members, and connecting strategy to deliver sustainable results.

A lifelong fan of all things science, Dana attended Hampton University to focus on Biology. While a biomedical research assistant at the Uniformed Service University of Health Sciences, she completed a Master of Public Health degree from George Washington University. A decade later, Dana obtained a Master of Science in Organization Development at American University to transition to the corporate sector. In 2020 Dana relocated from Atlanta, Georgia to the Research Triangle Park of North Carolina to work in healthcare and spend more active time outside, sparking her passion for yoga and the connection of mindfulness to change. She has certifications as a yoga instructor and in Prosci® ADKAR change management. Dana is a podcast enthusiast, public speaker, international traveler and community volunteer.

## TECHNICAL AND PROFESSIONAL AREAS OF EXPERTISE

- Technology & Human Capital Change Management
- Small and Large Group Facilitation
- Organizational Culture Assessment & Strategy
- Leadership Alignment and Development
- Training Strategy Development and Delivery
- Organization Integrations/Mergers & Acquisitions
- Employee Experience and Retention



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