



Founder, CEO

404 | Strategic Consulting Group

Christina Shareef has spent her career helping companies reach their potential as a global Human Resources leader who specializes in building inclusive workplaces and corporate value through market advantage, leveraging employees' unique skills and perspectives, employee engagement, and workplace culture. Christina is currently the Head of Diversity, Inclusion, and Belonging at Reddit. Reddit's unique, community-first approach has made it one of the fastest-growing platforms, serving 430M+ people and growing.

Prior to joining Reddit, Christina served as Head of Talent Acquisition and Diversity & Inclusion for MRC (formerly Valence Media). She has also had the unique opportunity to lead both Operational and Human Resources functions as a Chief Operating Officer and Head of Human Resources within the healthcare industry and has championed Human Resources efforts throughout the US and Latin America for both large media organizations and start-up organizations, alike.

In 2020, she founded 404 Strategic Consulting Group—a firm dedicated to helping organizations achieve their business goals through an inclusive lens by increasing their diversity & inclusion EQ and IQ.

Sharing 20 years of experience in the Human Resources and Legal fields, both internationally and domestically, Christina develops passionate and purposeful people strategies and serves as an Advisor, Consultant, and trusted Business Partner. Christina approaches her work with the understanding that each of us—every one of us—have ample opportunities to learn from, engage with, and support someone who is different from ourselves.

When she is not working, Christina enjoys baking with her daughter, Leila, and fine-tuning her skills as a musician.

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