

JACOB PETERSHEIM, SHRM-SCP

Greater Philadelphia, PA | 617-834-0359 | jacobpetersheim1@gmail.com | www.jacobpetersheim.com

HUMAN RESOURCES - CHANGE LEADERSHIP - ORGANIZATION DEVELOPMENT

- Senior leader of human resources and organization development with progressive experience in transformational change, talent strategy, employee engagement and lifecycle, training and development, coaching, organizational culture, and communications.
- Record of accelerated achievements through evolving leadership roles and diverse industries (financial services, healthcare, education technology, advertising, marketing, publishing).
- Passionate about organizational transformation, talent development, and leadership cultivation.

CAREER HIGHLIGHTS

- Created an OD Center of Excellence that supported organization development (performance management and development, employee lifecycle, training and learning) and change management (organizational effectiveness, readiness, planning, and support) for North American Services Division of 9 teams, 113 roles, and 600+ team members.
- Managed people strategy and development of a new product division during 3-year hyper growth (\$15M to \$102M revenue increase).
- Implemented a new Project Management Office with an award-winning advertising agency.

ROLES

BAYADA HOME HEALTH CARE

Area Director, Sr Strategic Talent Partner / West Chester, PA / 2020 – present

Manage team of Talent Partners (HRBPs) who provide operational partnership and support across BAYADA's Family Care Group (organization's largest business unit consisting of three practices across North America). Services include strategic planning, organizational effectiveness, change enablement, workforce planning and management, employee relations, compensation, leadership cultivation and coaching, DEI, designing/facilitating team workshops, and professional development. Focus areas include change leadership, talent development, high-performance team engagement, and DEI advocacy.

PEARSON EDUCATION

Director of Organization Enablement / West Chester, PA / 2017 – 2019

Created Center of Excellence to support talent management and development, leadership cultivation, training and learning, employee experience, organization development, and change management (including change readiness and impact).

- Provided consultation to senior leaders and HRBPs that positively impacted organizational restructure of Pearson's North American Services Division (9 decentralized teams, 113 roles, >600 team members)
- Curated and implemented employee lifecycle strategies that measurably improved employee engagement, retention, wellness, and diversity programs
- Developed training strategies that aligned operational objectives, learning outcomes, and team member results
- Implemented new hire training framework which measurably improved employee retention and experience
- Designed and implemented divisional job competencies that enabled effective coaching of front-line staff

Director of Organization Development / West Chester, PA / 2013 – 2017

Directed organization development initiatives and operational support that aligned strategic objectives with business processes, workflows, job roles, and matrix teams.

- Drove training and organizational design, successfully aligning business objectives, team capabilities, processes, and technology for Pearson's Strategic Account Management Division (4 teams, 75+ team members)
- Designed and led Pearson's annual Elective Excellence Program, which identified, developed, and mobilized developing leaders and high potential team members
- Improved interdepartmental relationships between teams through training and professional development, communication strategies, member engagement, leadership cultivation, and organizational culture programs
- Increased operational efficiency across teams through workflow assessment, appraisal, and design improvements

PEARSON EDUCATION (continued)

Director of Business Operations / Centennial, CO / 2012 – 2013

Led end-to-end alignment of strategic objectives with team organizational structure and business operations.

- Improved divisional output by managing and prioritizing learning opportunities and development needs across internal production teams, contractors, and 3rd party vendors
- Partnered with business leaders and HRBPs, successfully implementing future state team structure and roles in alignment with new organizational model
- Managed full cycle business operations for matrix teams of sales, services, and production teams

Project Manager of Operations / Centennial, CO / 2008 – 2012

Directed organizational development, staff leveling, process analysis and implementation, service level agreements, change management, and business forecasting across matrix capability teams (Account Management, Services, Production, PMO).

- Managed business operations through 3-year hyper growth cycle from \$15M revenue to \$102M revenue, including staff leveling from 6 members to 45 members (plus contractors)
- Designed and administered content management system (SugarCRM), tracking lead submissions and sales, formalizing revenue tracking, enabling production reporting, and improving process efficiencies
- Measured and reported P&L and program success by defining objectives, milestones, and business portfolio

McCLAIN FINLON ADVERTISING

Director of Project Management / Denver, CO / 2007 – 2008

Co-directed and implemented a Project Management Office (instituted across the agency).

- PMO resulted in >\$500K of operational savings within first 8 months of implementation
- Exceeded project objectives by unifying client goals, business strategy, creative execution, and technology deployment

LEOPARD COMMUNICATIONS (Ogilvy)

Manager of Account Operations / Broomfield, CO / 2005 – 2007

Directed account teams to understand client needs and business, deliver solutions, and drive operational efficiency.

- Delivered 100% of projects on time and under budget throughout tenure with organization
- Managed and prioritized work pipeline for internal teams, business partners, vendors, and freelancers

ADDITIONAL EXPERIENCE

Senior Project Manager / DIGITAS Inc. / Boston, MA

Managed large-scale internet projects, client relationships, project review cycles, and approval processes with executive level client sponsors and agency teams (account management, creative design, development and production, marketing).

Regional Technology Manager / Chubb Group / Philadelphia, PA + Warren, NJ + Boston, MA

Implemented a new IT support team (subsequently instituted nationally) that included software and hardware implementations, user training, and tech support for >300 people across four office locations.

EDUCATION

Candidate for Master of Professional Studies, Organization Development and Change / Pennsylvania State University, PA
Bachelor of Arts, Art History and Studio Art / Dickinson College, PA

CERTIFICATIONS, PROFESSIONAL DEVELOPMENT, VOLUNTEER

360 Certified Coach / DecisionWise (since 2022)

SHRM-SCP / Senior Certified Professional with Society for Human Resource Management (since 2021)

DISC Certified Trainer / Take Flight Learning (since 2021)

Crucial Conversations Certified Trainer / VitalSmarts (since 2018)

ADKAR Certified Change Practitioner / Prosci (since 2015)

Certified ScrumMaster / Scrum Alliance and Agile University (since 2009)

Volunteer Coach and Mentor / Torch (since 2015)

Gallup StrengthsFinder Themes: Connectedness / Maximizer / Positivity / Relator / Strategic